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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXIV. NEW YORK, FEBRUARY 6, 1901.

No. 6.

IN EVERY NOOK



where there is a
buyer you will find

The Philadelphia RECORD

You need the

190,000 Daily Circulation
25 cents a line; and the

160,000 Sunday Circulation
20 cents a line.

Ask THE RECORD's Advertising Manager how you can best take advantage of discounts. We would like you to keep one of our rate cards on your desk at all times.

This is just as important to you as your ledger, time table, calendar or Bradstreet's.

Are you in need of a handy celluloid rule? We will gladly send you one with our compliments.

A Promising John

NEW ORLEANS, Jan. 22, 1901.

Printers Ink Jonson, New York:

DEAR SIR—Inclosed is a little "joke" I have long meditated sending you, it being the truth told in as few words as possible. I am friendly with all parties, so would not want my name mentioned. My bookkeeper and friend, with myself, enjoyed the same at the time.

Yours truly,

"THE JOKE."

In *Ink Thinks* there is this: "Do you feel under obligations to the persistent, hang-to-it drummer who gave your pressman a 29-cent ink knife a year ago last Fall?"

I have a little joke to tell you:

A drummer for the firm who had *Ink Thinks* written obtained from me an order for 100 pounds of ink at 25c, per pound; at the same time I ordered out, by steamer, from you 100 pounds for the \$5 sent with the order. I told my pressman of having ordered the two kegs, and he, presuming all came from the first-named firm, wanted to see the drummer, who did not show up again, and later the pressman told me he had been promised a box of cigars if my order was secured. That keg with the firm's name on it I told him was the better ink, and what jobs to use it on; that with no name on the keg was an inferior ink. After a thorough trial he declared the ink last named (yours) was a better working ink—he liked it better. I have never told him that the ink was from two different houses.

This promising John, who failed to keep his word, had a fondness for berating my goods and my methods whenever he tried to sell any of my customers, but I suppose his actions were sanctioned by his employers, as they don't hesitate to malign me wherever possible. My success in business has been attained through fair dealing, and I don't have to promise cigars or pocket knives to secure orders. My customers feel safe in sending the cash in advance, as they know that if the goods are not found as represented the money will be refunded. Send for my price list, or, if you are using special grades, a small sample of the ink will enable me to analyze same and quote correctly. Call and see me when in my city.

PRINTERS INK JONSON,

13 Spruce Street,

New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXIV.

NEW YORK, FEBRUARY 6, 1901.

NO. 6.

HOW SHALL I START TO BE AN ADWRITER?

The foregoing question appears to be a momentous one to a growing number of young men and young women who believe themselves equipped to some extent by nature for the profession in question. In a recent number of *Fame*, Artemas Ward's mouthpiece, Margaret Holmes Bates exploits these excellent views on the subject:

Any one not mentally blind can see the beginnings of some common businesses, at least. Instance: The beginning of boot-blacking is knowing how to handle a brush on the boot. Next step, possess yourself of an outfit and go to work. Yes, but advertising is different. So it is, just a trifle. One must know how to write instead of how to brush. One needs pencil and paper instead of boots and blacking. One needs, in both cases, to understand the object of the work. In the case of the boots, it is to make them clean, shining and respectable. In the case of the advertisements, it is to talk about something that people need and will pay their money for if they know where to find it. To tell this news is the sum and substance of advertising.

Once upon a time a girl who thought she had a talent for picture making went to interview a great artist. He listened to her story and looked at some of her work. Then his question was: "Do you think that you could stick a carrot in a board and have patience to work at copying it for a week if I say it's necessary?" She thought she could, and she did.

This test, with a variation, might be applied to the young man who wants to write advertisements. Why not go to some neighboring green grocer, study

his stock, and then write out in plain, common, convincing words the truth about the carrots, potatoes, cabbages and other vegetables. That's the secret of retail advertising; telling store news truthfully and in such plain language that a little child may understand it.

One woman said to another: "How do you begin to write a story?"

The answer was: "Just the same as you began to tell me what a dreadful time the children had with measles."

The young man who writes to the great adsmitth seems to think that there's something to be made or said out of nothing, and he doesn't know where to look for the nothing. He supposes he must, some way or other, create it all and he wants to know how. He thinks he must make something, as in his infancy he was taught the universe was made. It all goes to prove how far he is from the least appreciation of this work he wants to do. When he was a few years younger and had a pocket full of marbles that he wanted to swap for his chum's jackknife he advertised the fact. He spread out those marbles in their most alluring groups. He declared that there never had been so fine a collection offered at such a ruinous price. In this he exemplified the first principles of advertising: simply letting his public know that he had the goods and was anxious to exchange them for something he would rather have, something he preferred before these most beautiful agates, crystals, white allies and all the rest.

Later, made blind by the glitter of the gold in the perspective that he covets, he loses his instinct, his honesty, and his business sense that he was born with. He has,

somehow, gotten the idea that advertising is not legitimate; that men do not say what is true about their merchandise; that it is all a blind; a maze, and he must get the right string to find his way.

To all these mistaken boys and men there is one piece of advice offered, gratis: Go back to your school copy books and read, "Honesty is the best policy." Poor Richard's almanac is a good book to have in one's library, and there's not a wiser thing in it than that sentence. It is the man who tells the truth about his goods that sells the most. The truth is the best of advertising, and the young man who wants to find out the trick of writing advertisements has only to find out all that is to be learned about anything that is in the market and put that knowledge into plain words. That's all there is in the great riddle.

AMERICAN-AUSTRALIAN SUCCESSION.

Distance matters little to the American manufacturer; he seems to wield a sorcerer's wand that creates trade wherever his products appear. Thus the subjoined excerpt from a report of one of our consuls in Australia need excite no surprise:

The German consul-general at Sydney reports to his home government that the Australian market has been largely taken possession of by American industry. Last year, he says, the colony of New South Wales was flooded with American goods, and this has continued through the current year without interruption. In seeking why the imports of American goods have increased so rapidly, the consul finds that it is not merely the capacity of the American factories and the quality of American manufacturers that explain the phenomenon. Competent American agents for the various lines of goods are continually traveling over Australia, and advertisements, price lists and other printed matter are distributed with a lavish hand. Larger American firms have their own permanent representative in Sydney.

It appears that American methods of advertising, quite as much as the quality of American goods, are the cause of our unexampled success abroad.—*Clothiers' and Haberdashers' Weekly*.

BEEMAN'S RISE.

Dr. Beeman, of Pepsin Gum fame, started with \$300 and a bay mare. Now he is a multi-millionaire, and declares advertising did it.—*Newspaperdom*.

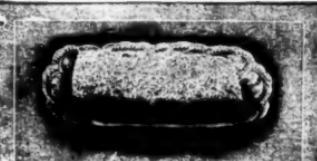
A BUSINESS man's very latest advertisement should be his epitaph.—C. Mitchell & Co.

REWARDED IN MAINE.

Newspaper men are well represented in the State government of Maine this year. Governor Hill is a publisher with very large interests. Councilor Prescott is the owner of one of Maine's flourishing dailies. Speaker Manley owns an influential newspaper, and knows what a newspaper man wants almost by instinct. Representative Brickett is the editor of one of the best and most widely read weekly papers in the State. Attorney-General Seiders, though long known as a lawyer, has done creditable work as a newspaper reporter. Representative Parkhurst, of Bangor, is a writer of much force and polish and some of his contributions to the daily press have attracted wide attention. Representative Beal, of Bangor, has had experience as the owner of a newspaper. Representative Pettingill is a large owner in the fine weekly paper published in his home village. Colonel Dill and Major Day of the staff are both in active newspaper work to-day, and the State printer, Clarence B. Burleigh, is the editor of the Kennebec *Journal*.—*Newspaper Maker*.

IN THIS CENTURY.

It is not rash to predict that during the century every want which the world can supply will be made known through the advertising columns of the newspapers. Already a Chicago preacher has advertised for a congregation, and it has come to him; and a Mrs. Benjamin, of Long Island, advertised recently in a city newspaper for the sweetheath of her youth, found him and was married to him. As the variety in advertising shall grow the greater will be the number of people who will habitually read advertisements.—*Philadelphia (Pa.) Record*.



**Mrs. Rorer's
Cocoanut Loaf Cake.**

Beat a quarter of a pound of butter to a cream; add the yolks of five eggs; beat thoroughly and add gradually, beating all the while, one pound of granulated sugar. When very light, add six cups of flour, one and one-half cups of milk, and one-half cup of pastry flour with two teaspoonsfuls of baking powder; beat the whites of the eggs to a stiff froth. Now add to the mixture one and one-quarter cups of Dunham's Cocoanut, a tablespoonful of lemon juice and the grated yellow rind of half a lemon. Beat well and add alternately the flour and white of egg. Pour into a square, rather flat bread pan; dust the top with cocoanut, and bake in a moderate oven three-quarters of an hour.

This is one of a series of 800 recipes prepared by Mrs. Rorer for Dunham's Cocoanut. Complete 16 beautifully illustrated book—only \$1.00.

Dunham Manufacturing Co., 8 Locust Street,
St. Louis.

AN ADVERTISEMENT THAT SHOULD MAKE THE MOUTH WATER.

CURRENT BUSINESS ON
THE BOARDS.

Under the foregoing title the Associated Billposters' Protective Company sends out the following interesting information:

FOOD PRODUCTS.

American Cereal Co., Monadnock Building, Chicago, Ill., "Quaker Oats" and "Pettijohn's Food"; posting in R. I., Kas. and Ga.

McLaughlin & Co., Chicago, XXXX Coffee; distributing in Mo.

Muscatine Oatmeal Co., Muscatine, Iowa, "Mother's Oats"; posting in Ia.

Malt Breakfast Food Co., Burlington, Vt., "Malt Breakfast Food"; posting 8-sheets through "Hote's" Poster Service in New England States, Ohio, N. Y., Pa.

Northwestern Yeast Co., Chicago, Ill.; distributing samples direct in Ga.

Penick & Ford, Shreveport, La., molasses; posting direct in Tex.

Pillsbury-Washburn Co., Minneapolis, Minn., "Vitas"; posting in Ga.

Woolson Spice Co., 117 Wall St., N. Y. City, "Lion Coffee"; posting in Kas., Mo., Col., and Ind.

LAUNDRY AND TOILET ARTICLES.

Elastic Starch Co., New Haven, Conn.; distributing samples direct in Colo.

Morgan, Enoch, Sons & Co., N. Y. City, "Sapolio"; posting in Ind.

Wrisley, Allen B., Chicago, Ill., soap; distributing in Mich.

BEVERAGES.

Duquesne Distributing Co., Harmarville, Pa., "Red Raven Splits"; posting direct in Ga.

Kirk, H. B., & Co., N. Y. City, "Old Crow Rye"; posting through A. Van Beuren & Co., in New York, N. J., Conn., Mass., Pa.

Lanahan, Wm., & Son, Baltimore, Md., "Hunter Rye"; posting through "Hote's" Poster Service in larger cities generally.

Hanley Brewing Co., Providence, R. I., "Peerless Ale"; posting through the Old Colony Bill Posting Co., in R. I.

CIGARS AND TOBACCO.

American Tobacco Co., New York; posting in Ga., Ind., and N. Y.; Bloch Bros., Wheeling, W. Va., "Mail Pouch Tobacco"; posting 8-sheets through the O. J. Gude Co., in Ill., Ind. and Kas.

Harburger, Homan & Co., New York, "George W. Childs Cigar"; posting 8 and 24-sheets through Sam W. Hoke, in Ga.

Hirschorn, Mack & Co., New York, "Henry George" and "Tom Moore" cigars; posting 4 and 24-sheets through Sam W. Hoke, in Idaho, Ill., Ind., Iowa, Ky., La., Mich., Minn., Mo., Neb., N. D., Ohio, Ore., S. D., Tex. and Wis.

Hull, Grummond & Co., Binghamton, N. Y., cigars; tacking banners in Ga. Kingsbaker Bros., Los Angeles, Cal., "Punch Cigar"; posting through agent in Cal.

Liberman, Isador, & Co., Philadelphia,

Pa., "Sporty Boy Cigar"; posting 8-sheets in Kas.

Patterson, R. A., Tobacco Co., Richmond, Va., "Grape Tobacco"; posting 4 and 8-sheets through Sam W. Hoke in N. C.

Patton Bros., Indianapolis, Ind., cigars; posting 1-sheets in Ind.

Powell, Smith & Co., Chicago, Ill., "Cremo Cigars"; posting in Ga.

Reynolds, R. J., & Co., Winston, N. C.; posting, distributing and tacking in Tex.

Storm, Geo. L., & Co., N. Y. City, cigars; posting in Ind.

Stahl, Jacob, & Co., N. Y. City, "Bossy Cigar"; posting through W. W. Seeley in Cal. and N. C.

Wetmore Tobacco Co., Phila., Pa., "Wetmore's Best" plug; posting 8 and 2-sheets through N. W. Ayer & Son, Phila., Pa., in Colo., Wis., Ill., Iowa, Kas., Mo.

PROPRIETARY MEDICINES.

Boston Medical Institute, Chicago, Ill.; distributing books direct in N. C., R. I., and Ga.

Brant, J. W., Co., Albion, Mich.; distributing direct in Ind.

Burkhart, Dr. W. S., Cincinnati, Ohio; distributing direct in Ohio, Mich., Ind.

Carlstedt Medicine Co., Evansville, Ind., "Liver Powder"; posting in Tex.

Chase, Dr., Phila., Pa.; distributing and posting in Ohio, N. C., and Mich.

Chattanooga Medicine Co., Chattanooga, Tenn.; distributing direct in Colo., N. C., Tex., S. D., Ohio, Kas., and Ind.

Comstock, W. H., Co., Morristown, N. Y.; distributing direct in N. C., Pa., R. I.

Dodds Medicine Co., Buffalo, N. Y.; distributing direct in Ind. and S. D. Feil, S. R., & Co., Cleveland, Ohio; distributing direct in Tex.

Green, Dr., Medical Dispensary, Boston, Mass.; distributing in Ind.

Hanson, W. T. & Co., Schenectady, N. Y.; distributing direct in Mich. and Iowa.

Hills, W. H., & Co., Detroit, Mich.; distributing direct in Iowa.

Jaynes, Dr. D., & Son, Phila., Pa.; distributing direct in Texas.

Kilmer, Dr., Binghamton, N. Y., "Swamp Root"; distributing direct in Ohio.

Lincoln Proprietary Co., Fort Wayne, Ind.; distributing direct in Mich. and Cal.

Miles, Dr., Med. Co., Elkhart, Ind.; distributing direct in Colo., Ill., Conn., Ind., Mich., N. C., Pa. and Mo.

Morgan & Co., Gloucester, Mass., "Cough Candy"; posting 8-sheets direct in Conn.

Morrow, John & Co., Springfield, Ohio; distributing direct in Ind.

New Spencer Medical Co., Chattanooga, Tenn.; distributing in Ga.

Pabst Chemical Co., Chicago, Ill.; distributing direct in Conn.

Peruna Drug Co., Columbus, Ohio; distributing in Cal., Colo., Ind., N. C., Ohio and Iowa.

Pierce, R. V., Buffalo, N. Y.; posting through agents in Ga.

Pinkham, Lydia E. Med. Co., Lynn, Mass.; distributing in Ohio and R. I. Piso Cure Co., Warren, Pa.; posting 16 and 8-sheets direct in Kas. and Ind.

Rumford Chemical Co., Providence, R. I., "Horford's Acid Phosphate"; distributing through Owens, Varney & Green, San Francisco and New York, in Cal.

St. Jacob's Institute, Chicago, Ill.; distributing books direct in S. D. Shoop, Dr., Racine, Wis.; distributing direct in Ind.

Sloane, E. S., Boston, Mass.; distributing in Tex.

Sterling Remedy Co., Attica, Ind.; distributing direct in Kas., N. C. and Ill.

Swedish Remedy Co., Zanesville, Ohio; posting through England Bros., Zanesville, in Ohio.

Swift Specific Co., Atlanta, Ga.; distributing books direct in Tex.

Van Vleet Mansfield Drug Co., Memphis, Tenn.; posting and distributing direct in Ga.

Warner's Safe Cure Co., Rochester, N. Y.; distributing direct in N. C.

Washington Medical Institute, Chicago, Ill.; distributing direct in Ind.

Williams, Dr., Medical Co., Schenectady, N. Y.; distributing direct in Ind.

MISCELLANEOUS.

Chicago "American," Chicago, Ill.; posting through the American Posting Service in Ind.

Bonner's Sons, Robt., N. Y. City, "Leader Monthly"; posting 8-sheets through Sam W. Hoke, in N. J., R. I., and Conn.

Laird & Lee, Chicago, Ill., "Baby Goose"; posting 1 and 8-sheets through American Posting Service, Chicago, in Cal.

Fabor, Danks & Co., Elmira, N. Y.; distributing books in Pa.

New York "World"; posting through A. Van Beuren & Co., in Conn.

Revell Furniture Co., Chicago; posting direct in Ind.

Santa Fe Railway Co.; posting 8-sheets through local agent in Cal.

Work Bros., Chicago, clothing; posting 8-sheets through C. E. Runey in Ill. and Ind.

"ADICLE."

PRINTERS' INK, the advertiser's bible, is in search of a good single word to express "an advertised article." Many suggestions have been made, a few good, many indifferent, the majority very bad. A number of built-up words are urged as being etymologically correct, but usually these are a trifle longer and more awkward than the phrase sought to supersede. As the word is not for philologists and linguistical cranks, but for the use of busy business men, many of whom would not be at all aided by the correctness of root and branches, why not reduce the matter to its lowest terms and take "Adicle"?—Middlesborough (Ky.) News.

CAUSE AND RESULT.

As advertisers become more truthful readers become more confiding and are easier to convince.—*Agricultural Advertising.*

HILL AS AN ADVERTISER.

President James J. Hill, of the Great Northern, who is creating such a stir in the railroad world at present, is a firm believer in the merits of newspaper advertising, and all kinds of advertising. All the newspapers in the Northwest are friendly to the Great Northern, and they are granted everything of a reasonable nature that they ask for. General Passenger Agent F. I. Whitney is given unlimited sway in the matter of advertising contracts and privileges. President Hill has intimated that he would just as soon take out the ties and rails as withdraw his advertisements in the newspapers.—*Buffalo (N. Y.) Courier.*

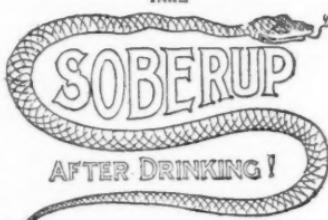
ONE VIEW OF IT.

Yellow journalism is the journalism that prides into private affairs, that stations ill-kempt and odiferous hirelings at keyholes, that lays bare sacred and cherished household traditions and secrets to the gaze of the vulgar and debased, says the *National Printer Journalist*. It respects no man or woman, and no man or woman respects it. It is an enemy of peace, of decency and the home. It flaunts vice in the eyes of innocence, and invades the sanctity of the very church. It brazenly plumes itself on its own effrontery, and makes boast of the horrors of life that it carefully and persistently reveals.

A GROCER'S IDEAS.

If the agents of the goods would come to the grocers of Brooklyn and say, "Give our goods and our showcards a prominent position in your stores, and at certain periods we will come around, check from your bills the purchases you have made, and will allow you a fair percentage," what a change would take place! Goods now hidden would be exposed for sale. Our tongues would be loosened to sound their praise. Our credit would be improved, because those from whom we buy goods would know that we were making more money.—William Gray, in *St. Louis Grocer.*

TAKE



GREATLY REDUCED FROM ONE IN THE NEW YORK "HERALD" OF JANUARY 20. IT PROBABLY DOES NOT BRING THE MOST PLEASANT RECOLLECTIONS TO THE MAN WHO HAS BEEN IN THE CONDITION OF "SEEING SNAKES."

Cleveland's Want Medium.

644

**Separate "Want"
Advertisements**

were printed in the

Sunday Plain Dealer

of January 20, 1901.

352 MORE than were printed in
the *Leader* of the same date,
the next largest Sunday "Want" medium.

C. J. BILLSON, Manager,

FOREIGN ADVERTISING DEPARTMENT,

Stock Exchange Bldg.,
Chicago.

Tribune Bldg.,
New York.

PASSING OF THE SANDWICH MAN.

"There was a time," said a town traveler, "when the sandwich man—the advertisement-carrier who walked the street between boards, one in front of him and the other at his back—was a familiar sight in the city's streets; but now he has virtually disappeared. His place has been taken by the man carrying signs of one sort and another aloft; these being either signs supported in iron frames resting upon the shoulders of the carrier, or upon a handle by means of which they are carried as a banner would be borne. The advantage of the latter signs over the sandwich sign is found in the fact that, carried above the heads of men, they can be seen by more persons.

"The uplifted sign is made, too, in greater variety than the old sandwich was. There is, for instance, upon a banner sign, as a part of the advertisement, a wooden clock, and the high-borne sign in the form of a big watch with appropriate lettering is familiar. There may be seen now and then great frying pans marked with the signs of the restaurants, huge gold pens and straw hats.

"To the sandwich, the high-borne sign is as the railroad was to the stage coach, and there could be but one result where they were brought into competition. But the banner man is not the sandwich man by a long shot; estimable he

may be, but he can never be invested with the romance that surrounded him, whose very name was felicitous. The typical sandwich man was rather short and inclined to stockiness. His trousers legs were too long, so that they dropped around his shoe tops like rumpled accordion pleats. His clothing was dark, it might have been black, and he wore a battered high top hat. Of course he smoked a pipe; and thus equipped he sauntered in a leisurely, and yet a measured and dignified manner, along Broadway, a calm philosopher; disreputable in appearance it might be, but ever picturesque, a vital part of the city's passing show. The banner man can never hope to be like him."—*New York Sun*.

A SYNDICATE WINDOW DRESSER.

A Boston wholesale firm has employed a good window dresser whose services are at the disposal of such stores as deal with the firm. It places a first-class window man within reach of stores that could not afford such a luxury as an expensive window man, and gives bright window displays to the smaller stores. A good window trimmer "out of job" could probably work up quite a circle of stores that would employ him at stated periods for trimming windows. Such a service would only cost a store a few dollars a week and would provide the window trimmer with a paying business.—*Advertising World*.

A SUGGESTION.

The extensive advertising received by Pat Crowe might be turned to advantage by him, if he should decide to follow the example of other illustrious personages and go on the stage.—*Milwaukee (Wis.) Sentinel*.

**Most Mineral Waters on the market to-day
are made from so-called Vichy-salts, Sel-ers-
salts, etc.**

You cannot evaporate a Mineral Water
and dissolve the entire residuum. . . .
Mineral pills and salts are therefore in no
sense representatives of the natural water.

CARL H. SCHULTZ'S
WATERS ARE MANUFACTURED FROM
Distilled Water and Chemically Pure Salts.
Factory, 430-444 First Avenue, New York

THIS ANNOUNCEMENT IS A GOOD EXAMPLE OF AN ADVERTISING ARGUMENT THAT COMES TO NOTHING. IT TELLS WHY ARTIFICIAL MINERAL WATERS ARE OF NO VALUE, AND THEN EXPLAINS THAT THE SCHULTZ PRODUCT IS AN ARTIFICIAL MINERAL WATER. WHAT "PRINTERS' INK" PUPIL IS ABLE TO MAKE CLEAR WHAT IT MEANS?

THE PERIODICAL PRESS OF
THE UNITED STATES DUR-
ING THE LAST CENTURY.

By Charles N. Kent.

According to McMasters, literature never existed in our colonies until Washington Irving began to write; and yet, as early as 1775 there were, in these same colonies, upwards of fifty printing houses, and thirty-seven newspapers—fourteen in New England, four in New York, nine in Pennsylvania and ten further south—with a combined circulation each issue which probably did not exceed eight thousand copies. They were badly printed four page sheets; editorials were almost unknown; little attention was given to either local or general news; and the few advertisements offered appeared in any position most convenient for the printer in his general make-up. Essays, letters and poetry over such signatures as "Senix" and "Nemo" largely supplied material to fill the remaining space; and the entire reading matter of the whole number was less than is now given in a single Metropolitan daily. It is remarkable, however, that eight of these thirty-seven papers are still alive.

The first newspaper in the colonies was issued from Boston, April 24, 1704, and called the *News Letter*.

The first press in New York was set up in 1693 by William Bradford and the first newspaper printed was the *New York Gazette*, October 16, 1725.

When the nineteenth century opened there were in the United States upwards of two hundred periodical publications, most all weeklies, with an occasional daily and having a very limited circulation. A single press of the kind now used by the larger dailies could deliver an edition of the thirty-seven newspapers published in 1775, within fifteen minutes and in less than three hours one issue of the 200, appearing twenty-five years later.

McMasters says no mail facilities were granted to these early periodicals. Up to 1784 newspapers

were not received at the post-offices and it was only by rewarding fast riders that a place was made for occasional copies in portmanteaus which were carried on their horses. Even then they reached New York from Boston almost a week old. The same authority quotes from an official circular: "The postoffice has nothing officially to do with newspapers; they never had been taken as mail matter. The riders carried the papers by agreement with printers and put the money received therefor in their own pockets. Local postmasters distributed the papers as an accommodation to the public, and in payment for the distribution received a copy of each paper from the printer. In 1782, however, a law was enacted for the carriage of newspapers by mail at the rate of one cent on each paper for a hundred miles, and one-half cent for each additional hundred miles or fraction thereof.

It is generally believed that very few newspapers live to be fifty years old; and yet, of the two hundred published a century ago upwards of forty are still regularly issued.

The Philadelphia *Advertiser* was the first daily venture in the United States. Established in 1784, it changed to *Poulson's Advertiser* in 1802 and to the *North American* in 1839, under which name it still appears. The Baltimore *Daily American* dates back to 1773, and the *New York Commercial Advertiser* dates back to 1797. The *New York Evening Post* will pass its century point November 16, 1901.

The oldest newspaper still issued is the Annapolis, Maryland, *Gazette*, started in 1745. Next in order follow: Portsmouth, New Hampshire, *Gazette*, 1756; Newport, Rhode Island, *Mercury*, 1758; Hartford, Connecticut, *Courant*, 1764; New Haven, Connecticut, *Journal*, 1768; Salem, Massachusetts, *Gazette*, 1768, and Worcester, Massachusetts, *Spy*, first published from Boston in 1770 and removed to Worcester 1775. The Northampton, Massachusetts, *Gazette* was established in 1786; Greenfield,

Massachusetts, *Gazette and Courier*, 1792; Keene, N. H., *Republican*, 1793; Portsmouth N. H., *Journal*, 1793; Rutland, Vermont, *Herald*, 1794, and Salem, Massachusetts, *Register*, 1800. All were published weekly. The Pittsburgh, Pa., *Gazette* (1786) was the first paper west of the Alleghenies.

Isaiah Thomas says in his "History of Printing," "There are now (in 1810) more than twenty dailies in the United States," and the whole number of newspapers was then given as 359. In 1835 it had grown to 1,258; in 1850 to 2,302; in 1875 to 7,870 and in 1900 to 20,806.

McMasters indicates the year 1804 as the beginning of a new epoch in the history of magazines and all monthly publications. Medical, theological, legal and other class journals were, at about this time, first brought into general notice; the magazine was mainly devoted to the interests of, and intended for, professional classes. The *Weekly Religious Remembrancer* of Philadelphia, started in 1813, was first among religious periodicals.

In 1833 there appeared a New York *Penny Post*, but it was short lived, and seems to have been unsuccessful from the outset. That same year, however, on September 23d came the *New York Sun*, established upon a one-cent basis, and this paper proved a profitable venture in every way. It was the pioneer of the penny press.

Sunday newspapers were a direct result of the civil war. Previous to that date an occasional weekly was put forth on Sunday, and even that had been printed the evening before. A desire for latest news from the front necessitated Sunday issues; they naturally emanated from daily offices and, once established, there was no thought of discontinuing them.

Among magazines, the *Knickerbocker*, *Godey* and *Peterson* are no longer found; *Harper's*, established in 1849, is already in its second half-century; the *Atlantic* was started in 1857; the *Century* in 1870 and *Scribner's* in 1887. Without detracting in the least

from merit justly due the great magazines of to-day, there may still be much truth in the oft repeated saying that the *Atlantic* in old times and the *Knickerbocker* during its entire life, furnished as enjoyable a feast of literary matter as can be found in any of the current monthlies.

Illustrated newspapers occupy a permanent field, and in particular cases show evidence of more than ordinary prosperity, notwithstanding the very general use of illustrations in dailies and weeklies of every class. A comparison of *Brother Jonathan* and *Vanity Fair* of former days with the more conspicuous examples of illustrated weeklies now exhibits a marvelous advance in artistic work.

At the closing of the nineteenth century the whole number of newspapers, magazines and other periodical publications in the United States, according to the American Newspaper Directory, was 20,806, having a combined estimated circulation each issue of nearly if not quite 52,000,000 copies. It is a curious fact, however, that less than 600 of the whole number are credited with about eighty-five per cent of the entire circulation as given above.

The 2,163 dailies are believed to issue an average of fully 9,750,000 copies, or more than one-fifth of the total output. Pennsylvania has 106 dailies against 186 in New York; but the New York dailies represent a circulation of over 2,000,000 while that of the Pennsylvania dailies is probably one-third less. The 50 dailies in Manhattan Borough issue in the neighborhood of 1,500,000 copies. Illinois comes next in order with 180 dailies, circulating about 1,000,000 copies. Ohio has 171 dailies; Indiana 152, and California 112. No other State reaches the 100 mark. There are two dailies in Alaska.

Tri-weeklies disappear as dailies come in covering local fields. In 1869 they numbered 120, but only 47 are now left, and these seem to have a combined issue of less than 150,000.

Semi-weeklies are a more im-

portant factor in journalism. The 434 now published have a combined issue of probably 750,000; but there are several monthlies, each one printing a greater number of copies than all the semi-weeklies put together.

It has been said the weeklies were declining in public favor, but this appears to be erroneous. From 3,912 in 1869 they increased to 7,590 in 1880, and to 14,734 in 1900, so that they now number nearly three-fourths of the entire periodical press, contributing about 19,250,000 to the general circulation—nearly double that of the dailies. Country weeklies have come to stay. Nothing has, and nothing ever will, succeed in replacing them. Their prosperity is due in a measure to existing facilities whereby a publisher is able to purchase each week's edition from a co-operative house, printed on one side, at a cost which barely exceeds that of the white paper alone. These houses have well established plants, in important centers, from which nearly if not quite 8,000 different newspapers in the half printed form are regularly supplied to the local office for completion.

There are 278 semi-monthlies which appear justly entitled to a combined issue of a little over 1,000,000 copies.

The 2,827 monthlies show a combined monthly output of almost, if not quite, 20,500,000 or greater than that of all the 14,734 weeklies put together. This increase may be particularly due to the introduction of ten-cent magazines. Nearly one-half the circulation belongs to publications issued in New York, and three-fourths to those of New York, Pennsylvania and Maine. Twenty of these monthlies might be selected that print more copies regularly than all the dailies.

There are 179 quarterlies, supposed to issue each quarter about 425,000 copies; 2 tri-weeklies, 73 bi-weeklies; 2 semi-quarterlies and 67 bi-monthlies are credited with a combined issue of about 175,000.

Of the Sunday newspapers, 347 are believed to each print more

than 1,000 copies; their combined issue is not far from 5,000,000.

Religious weeklies, monthlies and quarterlies—in all about 650—represent a combined circulation of not far from 4,500,000 or less than the combined Sunday press. About 450 publications are devoted to agriculture and its kindred industries; their regular output being nearly 4,000,000, but more than one-half of this is held by less than twenty of them.

The strictly class journals, representing various interests, societies, etc., are divided into over one hundred different classes, and there are papers printed in twenty foreign languages. In New York is a semi-weekly paper in Greek; an Hungarian weekly is in Ohio and a Latin monthly in Philadelphia; while German papers are found in more than half the States.

Less than 25 dailies; less than 30 weeklies and not far from 50 monthlies are all which seem to have any claim to a regular issue of more than 100,000 copies each, but these combined issues mount up to nearly if not quite 20,000,000 or nearly one-half of all credited to the entire periodical press.

In the above calculations no publication is considered which is not published as often as once in three months, or which is not admitted at the postoffice as second class matter.

It has been stated upon good authority that the annual expenditure for advertising in the United States is fully \$250,000,000.

ILLUSTRATED TESTIMONIAL.



I SUFFERED SEVERELY AND WAS IN DOUBT WHETHER I SHOULD EVER GET OUT.

LATTER DAY FABLES.

A recent issue of the *Advisor* contains a number of fables with morals with an advertising trend. These are two extracts:

There was once a thespian who aspired to great heights in the legitimate. After many times leaving his footprints on the towpath leading to the manager's office, he was given a meditative role with Richard Mansfield at \$12 per. At the first rehearsal Richard nearly gave him the blind staggers by haughtily eying him. Then one evening he laughed when Dicky was delivering his favorite soliloquy. The stage manager gave him the frapped optic and two weeks' notice. When out upon the cold pavement he happened to remember that he could sing "The Blue and the Gray" and jig ten minutes without stopping. He is now exercising his talents in vaudeville and getting \$200. Moral: No medium is indispensable.

A young man, having arrived at the age when he deemed himself marriageable, began to assiduously pay court to a very suitable young lady. She had wealth,

beauty and style. The young man thought it was a hundred to one shot and that the deal was cinched.

Acting upon that supposition, he allowed his susceptible nature free play and devoted considerable attention to several other peaches. Unfortunately, as he was promenading down the boulevard one day with great eclat, accompanied by one of these coy, uncertain, hard-to-please divinities, his fiancee passed him in a carriage. She gave him only one glance, but the glance acted on the young man like a tack under a bicycle tire. Next day he rapped timorously at the door and got the "not at home" racket. The morning after a neat little package containing his ring awaited him at the breakfast table. This was twelve years ago. He is now living on the sixth floor of a house in Harlem, in a room for which he pays three dollars per week.

Moral: The advertiser who scatters his appropriation gets it in the nick.

THE TWO HALVES.

Half the battle is having in stock what people want to buy. The other half is letting people know that you have such goods in stock.—*Fame*.

Millions of Women

use **Pearline**. Most of them have used it for years. They know that it is better than soap—more effective, more economical, saving the work, the wear and tear, the rubbing. If this is not so, if **Pearline** is not what is claimed for it, then all these women

Have Been Fooled

every time they have used it. Is this likely? Isn't it more reasonable to believe that they know about **Pearline**, and can see how and where it saves? And if **Pearline** saves in these millions of cases, isn't it a thing to be looked into and tried? **Pearline** has been used

Billions of Times.

If there were anything to be said against it, if there were any possible harm in it, wouldn't it be known? Every point about **Pearline** washing has been gone over and proved. Probably no other washing medium has ever been put to such thorough and searching tests as **Pearline** has, and yet the use of **Pearline** is increasing.

643

ON THE OPENING OF A NEW STORE.

The *Advertising World* (Columbus, O.) of Jan. 15 issues prize articles on "advertising the opening of a new store." From the first winner the following paragraphs are extracted:

About fifteen days previous to the opening of the new store, I would have liners inserted in the local papers. These liners would be changed daily and be like so many "idealets," giving the readers in concise form ideas of what the new store would be like, its methods, its stock, etc. As the time for the opening approached, I would use an ample number of these liners, finishing their use the day of the appearance of the regular announcement. The last number of liners would call attention to the regular announcement. My reason for using the liners would be to enlighten the people about the new store and to excite the people's curiosity, believing that when one's curiosity is aroused that he or she will be inclined to seek further into the matter. These liners would create a good deal of mouth-to-mouth advertising.

When you have the people talking, they are ready for the opening announcement. I would have the announcement take up a full page in the local daily and also weekly papers, my reason for taking a full page being that the size of the space itself would attract attention and create the impression of the "bigness" of the concern. I would have the ad start with a heading about "Opening Blankville's New Department Store." In this large advertisement I would have each different department have its portion of space and special prices and descriptions, at the top of each department giving an idea of the goods carried in that department. I would devote space to telling about our "store methods," then under this another about "the flowers, music and souvenirs" for the opening.

A short time before the opening I would also issue circulars, having them distributed from house

to house, the same being under the supervision of some of the employees of the establishment, to insure its being done faithfully. I would have the circular of good quality and tell all about the store in detail, its departments, the goods carried in each, the methods, etc. My reason for using circulars would be that as it was the opening of a new store the whole field should be covered.

I would also use the billboards for a week previous to the opening, having just an attractive poster with a statement, "Opening Blankville's New Department Store." My reason for billboards would be because outdoor display greets the eye at every hand, at every corner. If display is a good one it tells its story at a glance.

To cap the climax I would also use handbills on the day of the opening. I would have boys hand these out on the streets and give them to the people as they left the factories for their homes. They would act as a reminder.

GENERAL AND SPECIFIC.

All that a general ad ever does is to "keep your name and business before the people." Now, isn't your name and business kept before people just the same or a little better when you advertise some special thing or things? It surely is, and besides that you have the benefit of a direct demand for the thing advertised. That is, of course, provided that the thing is a good thing, and at a low enough price to make it strongly desirable.—*Bates*.



LOTERIDGE'S UMBRELLA STORE SIGN, 1203
MYRTLE AVE., BROOKLYN.

AMERICAN AND GERMAN ADVERTISING.

By Charles C. Schnatterbeck.

It is evident that our increased trade with the German Empire in recent years is due largely to the persistent advertising of our manufacturers in that market. Not only are a number of our leading industrial concerns propagating their wares in the columns of the German press, but many of the prominent merchants in the cities of Berlin, Hamburg and Hanover have become our selling agents, mentioning the fact in their own advertisements. It is also interesting to note that a number of creditably established German manufacturing firms are advertising that their goods are made on the American plan. In this way they cater to the demands of those who are becoming more and more accustomed to our manufactures, particularly machine tools. In this category may be mentioned those American firms that have opened foreign branches for the purpose of manufacturing their machinery near the consuming markets. Thus we have the Deutsche Niles-Werkzeugmaschinen-Fabrik, with a large plant near Berlin, which is an offspring of the Niles Tool Works of Ohio. Then there is the Blake Pumpen Campagnie of Hamburg, which manufactures the "Blake" steam pump, once the property of the George F. Blake Manufacturing Company of New York, but now an asset of the combination known as the International Steam Pump Company. Another large advertiser in this class is the Sturtevant-Ventilatoren-Fabrik, which has headquarters in Berlin, and branches in London, Paris, Glasgow, Stockholm, Amsterdam and Mailand, and is gathered by the B. F. Sturtevant Company, of Boston, Mass. Of the American firms doing the major part of their foreign business through selling agencies may be mentioned Jenkins Brothers of New York whose valves are handled by Gustav Reisser, of Stuttgart, although the company does a little advertising itself; the Brown & Sharpe machine tools,

which are extensively advertised by Gustav Diechmann & Sohn, of Breslau and Vienna, and the Bristol patent steel belt lacing, manufactured at Waterbury, Conn., and sold abroad by Herman Priester, of Hamburg, as general agent.

In advertising their goods the representatives of American manufacturers practice more economy in the use of words for their business cards than is usually done by German manufacturers themselves. In comparing the illustrations used in the advertisements in the trade press it may be said that they are not as good as those exhibited in our own country. This is rather contrary to the taste of the German business man, for when he issues a trade catalogue he usually exercises great care in compiling the text, and his illustrations are invariably the finest. Not very long ago the Krupp Grusonwerk issued a book describing its steel manufacturing plant in detail, and the photo-engravings shown were exquisite. Occasionally we find a German manufacturer advertising by "inset" pages in the trade journals, and in a few cases these are in artistic typography. On the whole, however, the German does not look at advertising as logically as does the American, and rarely does he indulge in "catch" words that characterize so many of our paying advertisements. In time no doubt the German through competition with the Americans will learn something of our aggressive advertising methods.

A unique advertisement in one of the leading German trade journals is that of Kisak Tamai, who is a patent solicitor for Japan, having an office in Berlin. His "ad" is made up of Japanese characters, with the German translation in parellel columns.

That there is a broadening field for the American manufacturer in German territory has been shown in more ways than one, yet, if we are to succeed in our efforts to beat Great Britain there, we must increase our advertising.

AMONG advertisers, as elsewhere, the best informed men are the most teachable, and the most hospitable to new ideas.—*National Advertiser.*

SPEARS' PUBLICITY.

HOW "NAZONE" HAS BEEN BROUGHT
AND KEPT TO PUBLIC ATTENTION.

The advertisements of Mr. Joshua Spear of 243 Broadway, New York, who advertises to cure deafness and catarrh, are so interesting that the representative of PRINTERS' INK who called upon him recently takes the liberty of quoting from a circular of his, before introducing him.

"Word of my discovery spread from one to another, and in the course of the next four or five years (I never advertised a line during all that time) I supplied directly and indirectly over 6,000 packages of my remedy—I call it 'Nazone'—and cures came to most of those who used it, just as the cure came to me. During those four or five years there were 572 cases which came under my personal observation or were reported to me by people whom I could trust. I kept a very careful record, which shows that 540 out of 572 were restored to perfect health."

It was only after this rigid test, Mr. Spear says, that he put his remedy on the market.

IN NEW ENGLAND.

Boston was his first market.

"It is about six years," said he, "since we first took space in papers. We immediately tried the extremes—that is a pretty large list of New England country papers, and simultaneously the *Youth's Companion*, at \$6.00 an agate line, *Comfort* at \$5.00 a line, and a Springfield, Ohio, magazine, as well as three or four in Philadelphia. We keyed somewhat desultorily at the beginning, but learned sufficient to know that most of our selections paid. Our ads were generally two inch single column ones. Gradually the business grew, so that I was warranted in giving up the wholesale fruit trade that I had been enabled to acquire in thirty-five years. With my sons, two years ago I removed from Boston to New York. For here there is more room for expansion than in such a comparatively provincial community as Boston."

"You circularized before coming to New York?"

CIRCULARIZING AND SAMPLING.

"Oh, yes, and I give away a great many thousands of samples too. Regarding that, here is an interesting fact. About six years ago a New York fruit merchant and friend, who had been cured by Nazone, became so enthusiastic that he sold many thousands,—yes, thousands of boxes of my preparation. As a stroke of policy, at that time I sent 15,000 samples here, and the same number of circulars. These were carefully distributed, and brought back good returns, and do you know, I have reason to believe that that transaction, over five years since, still yields results. So, too, another time, we circularized and sampled the office buildings and business houses of this city. We did it through a number of very superior and gentlemanly canvassers. The immediate returns scarcely paid, but the ultimate results—for occasional orders are still received from that experiment—have pleased us amazingly."

IN NEW YORK.

"When you came to New York—"

"We radically changed the business. We practically divided it into two departments, that of selling the specific and that of giving treatment. And we began to manufacture our preparation ourselves. At first we had it made according to our formula by Boston chemists. I wish to say that 'Nazone' has been so improved from time to time, that to-day it is an entirely different article. We are continually experimenting, and though we now feel that we have the best catarrh remedy in the world, next year it may be a still better specific."

"Your present advertising?"

NEW YORK "WORLD" AND
"JOURNAL."

"We are now using only the Sunday and evening New York *Journal* and *World*. Since spring we have about restricted ourselves to these, and to the local Brooklyn and Jersey City programmes. Our first ads in the *World* and *Journal* were interesting experi-

ments, at \$125 each. I will not bring in big money, and the *Journal* which yielded the most finally, *next to nothing*; and the *World* very next the *Journal* would yield us even more than the *World* had the previous day, and the *World* even less than the *Journal* had. I never saw a more striking lesson of the certainties, uncertainties and eccentricities of advertising. I will say one thing and that is that I want no better mediums than these two papers have been."

RESULTS OF FREE TREATMENT.

"How about your to day free treatment offer?"

"The results are very satisfactory. We know of course that this attracts many people who are looking for something for nothing. Nevertheless even many of these are shamed into taking treatment, because of the very courteous way we receive them. We treat all alike—as though they were paying royally, for we examine them thoroughly, and give them medicine and advice liberally if they require it. Our doctors are fine practitioners, and as we find that almost all cases of catarrh are united with organic complications of various kinds, we have found it necessary to install quite a pharmacopoeia."

"Do you circularize still?"

LISTS.

"Yes, but not to



I Want the Difficult Cases.

I've discovered a method that cures Deafness and Catarrh.

I'm particularly pleased when I get hold of a case that has tried a lot of other treatments without result. Most of such cases (not all) I cure.

My records have been carefully kept. They show a trifle more than nineteen cures out of every twenty patients treated.

SPEAR CURED ME.

I am seventy-three years old. Four weeks ago I was very deaf—had been so for years. Today I can hear almost as well as ever I could. Mr. Spear did it.

I live at 612 Fulton st., Brooklyn. I am at home every evening after 7 o'clock.

JAMES F. MOORE.

Understand, I'm not advertising "cheap treatment." But the cost won't be more than you can afford to pay for the results I produce.

The story of how I, a business man—not a physician—was driven to desperation by a disease the doctors couldn't cure; how after years of study and experiment I discovered this treatment and CURED MYSELF of deafness and catarrh, is interesting. But it's too long to tell here. If you are curious to hear it I will tell it to you when you call. If you have any doubt of the possibility of such a thing happening, get down your encyclopedias and look up "Pasteur."

Most people think Pasteur was a great doctor. HE NEVER WAS A DOCTOR AT ALL, yet he made discoveries on which the whole modern theory of medicine is based. His famous hydrophobia cure was one of the least of those discoveries. You see, a layman DOES sometimes discover things about medicine that the doctors overlook.

My office is at 243 Broadway (opposite City Hall Park). I'm there week days from 9 A. M. till 8 P. M. Sundays, 10 till 2. I can treat you by correspondence, sending the medicines and apparatus by mail. My cures by mail treatment average over eighteen out of twenty.

JOSHUA SPEAR.

lists. Although we have guaranteed lists offered."

"What is such a guarantee worth?"

"Oh, the guarantee is satisfactory. It's this way. Suppose we buy a list of 10,000. These are the names of people who have answered catarrh ads. Well, we send out a circular to them. 1,500 are returned. The list seller sends us 1,500 additional names. We send our circulars to these. 300 return. We are then supplied with 300 names and so on until none return. But we only circulate to those who have answered our ads. These were 1,200, but they have recommended friends, who in their turn have recommended more, until now we have a excellent list of our own of 4,000. These are a continual source of income, and the nucleus of an endless chain for our purposes."

"What do you consider the strong point of your advertisements?"

"We think no better ads were ever published, and we believe that their force lies in their evident sincerity."

"And what is the key-note of the cut of yourself?"

"We think that is a home thrust. The personal issue makes a direct, forceful appeal to every reader from which we cannot get away, strive how we will. It rings true, and carries conviction."

"How about testimonials?"

TESTIMONIALS.

"Ah, there you strike a strong point. We have a number of them that we know to be very effective, and which we use as effectively as we know how. That is, we always strive to bring a home testimonial to bear on every correspondent. We believe, and I think you will agree, that if we are attacking a man in Dallas, Texas, if we can come at him with a testimonial from some one in Dallas—some one whom he perhaps knows, or whom he can seek out personally and speak to—that this will carry a hundred fold more weight than if we send him a hundred testimonials, scattering say from Tacoma, Washington, to Eastport, Maine. Thus that little testi-

monial from the 73 year old man over in Brooklyn, with its ring of truth, has done us worlds of good."

"Regarding large and small ads, —which do you find most effective?"

"Oh, they are proportionally valuable. But the short ones serve another purpose. Between times they keep your name in evidence; a splendid object."

"Which do you find more effective—the morning or the evening papers?"

"The evening papers, but for no reason that we could thus far deduce." J. W. SCHWARTZ.

ON SOUND LINES.

At no time in the wonderful growth of advertising has it received the serious attention of the thoughtful business student to the degree that it is receiving it to-day. It is now commanding the undivided attention of men of the sort who make real captains of industry. It is being worked out along the sound lines of a business that will come to be as much recognized and as highly esteemed as any in the commercial world. Men are directing the great advertising enterprises of the country, as the new century opens, who see in advertising a great business force, who see its relation to the development of industry, and to the real progress of the world.—*Brooklyn (N. Y.) Eagle.*

ONE OF THE SECRETS.

When you learn to express yourself in writing as you do in speaking you have mastered one of the secrets of successful advertising. If you depart from your natural mode of expression the lapse is always apparent and robs what you say of some of its force.—*American Druggist.*

STEREOTYPED ADVERTISING PHRASES.



"NEATLY AND PROMPTLY EXECUTED."

IN NEW YORK AND VICINITY.

More than two and a half million copies of daily newspapers are printed daily in New York. Every day in the year, every hour in the twenty-four, the big presses are reeling off the printed sheets, converting tons of white paper, which not so long before was growing in the forest, into the history of the world. So far as New York is concerned, there are no such things as subscriptions. The papers are sold outright to newsboys or newsdealers, and the latter deliver them at houses. Because of frequent editions, there is not an hour during week days when the newsboys are not offering them for sale. Even in the middle of the night, a few tired youngsters can always be found asleep about Park Row. Wagons loaded with papers are drawn to uptown distributing points by galloping horses, which race with automobiles similarly laden. There are certain points where newsboys gather, like the east side of Union Square, Greeley Square, East and West One Hundred and Twenty-fifth street, and dozens of others.

The out of town circulation presents many problems. The newspapers find it unprofitable to fight one another, and special trains to carry an edition of a single newspaper are no longer frequent. Until within a year or two, any one of the big newspapers was willing to spend from two to five hundred dollars for a special train to get an edition into a city fifteen minutes before a rival could reach there on a regular train. Special trains to carry New York newspapers have been run as far west as Cleveland. At present, nine special trains are run every Sunday, and in addition there are wagon services from diverging points, so that the country within a radius taking in Boston, Washington, Pittsburg and Buffalo is gridironed, and the papers are delivered by noon.

The first editions of the evening newspapers, which sell because of their special departments, and because they "play up" the exclusive

news in the different morning newspapers, are daily circulated as far east as Boston, as far north as Buffalo, as far west as Pittsburg, and as far south as Richmond. Not so very long ago, a New York evening newspaper ran a special to Boston every day, only to find its rival on the streets before it, and with a later edition. A clever circulation manager had piled newspapers into trunks and shipped them to Boston on the limited as baggage. That train carries no express matter, not even newspapers. The payment for a ticket and excess charges made the cost slight in comparison with the price of a special.

The greater part of the things herein described belong in large measure to the so-called "yellow journalism." It must be admitted that the actual result produced by all this expenditure of money, all this array of talent, all this feverish energy, is exceedingly disappointing. The typical journalism of New York is frequently ridiculous, often maddening, sometimes disgusting, and occasionally downright wicked. It goes to lengths for which there is neither excuse nor justification. But when all is said, the fact remains that the "yellow journals" are the progressive newspapers, those which spend the largest sums to get the latest and best news and to present it most attractively and forcefully. They are the newspapers that do things, that make themselves a power in the land.

When Manton Marble was in control of the *New York World*, just before Mr. Pulitzer bought it, he sincerely strove to keep its circulation down to twenty thousand copies. He maintained that this represented the number of desirable readers within its reach, and that an increase indicated that the quality of the newspaper was deteriorating. He made a great row when the circulation went up. The *World*, along with its rivals, now claims a circulation of anywhere from twenty to a hundred and twenty times this amount. This illustrates the difference between the old and new journalism.

The great circulations of the

progressive newspapers are not to be explained by increase in population, nor by the fact that they have taken reading from the more conservative journals. They have made new readers. Mr. Goddard compelled persons who never read newspapers to become interested in the *Sunday World*. The "yellow" papers get down to the level of the great mass of people. They are elemental. They stir sluggish intellects and stolid minds. They bring home to the public things it thought it knew, and unfold facts of which it did not dream, forcing people to read that they may hold intelligent intercourse with their neighbors. It is absolutely true that when men begin to read at all, their taste is swiftly developed, and soon they demand better things. Paradoxical as it may seem, the chief value of the yellow journal is as an educator.

The chief weakness of the "yellow journal" of to-day is its uncurbed habit of exaggeration. As Mr. Munsey recently said, "It presents the truth so hysterically that it looks like a lie." A realization of this will some time result in saner and truer methods. The time was when big news like the Galveston flood would have meant an increase of seventy-five thousand copies in the day's sales of an evening edition. But the big headlines announcing that frightful disaster made no impress'on. The readers dismiss them as the familiar exaggeration, and there was no increased sale. They thought of the old cry of "Wolf!" "Yellow journals" are beginning to understand that it doesn't pay to put headlines on unimportant news, and that means change. Already are signs of a reaction to be seen, and of a surety it will be welcomed. There is some ground for the complaint of a newsboy who said, "The newspapers make us pay six cents for ten extras because some jay in New Jersey has painted his barn red."—*Munsey's*.

INFLUENCED TO WANT.

In the columns of the newspaper and especially of the magazines, with their great general circulations, people are told not only of things which they know they want but of things which they are influenced to want.—*Brooklyn Eagle*.

WANAMAKER ASKS FOR SUGGESTIONS.

We want the Wanamaker advertising to be the best in the world, and by "best" we mean to have it give to our readers just the news they wish to hear, in just the way they want to hear it. We have no way of knowing your private opinion; yet your individual good opinion is vital to this store's success. We spend a vast sum of money annually to interest you in this store through our advertising, and we would like to use the space we buy in the way that would be most valuable to you.

We believe that our store news is as important as stock reports and fashion news; for it is both, when rightly done. But we would like to add your ideas to ours, in so far as a change in method would prove of value to you.

What is lacking in the Wanamaker advertising that you would like to see in it? What exists in the Wanamaker advertising which is of no interest to you and might be omitted?

We request your reply to these questions only because by helping us we believe we can help you. The aim of the Wanamaker Store is not only to be constantly the best server of public needs in merchandise; but to be better and better every day and hour. We want it to be as near your ideal of a store as it can be made. We want to incorporate as many of your ideas as are practicable in order to make our service constantly better and better for you.

If convenient for you to do so, we will appreciate highly your frank criticisms and suggestions.—*Wanamaker Ad.*

WHERE ELEMENTS COME IN.

Street car advertising is the only satisfactory outdoor or display advertising. The elements do not destroy but rather increase its value, for inclement weather drives people in the cars, where the cards are. The winds and rains and snows make the billboards and signboards too expensive. They absorb money like a dishonest cashier. Every storm wipes out thousands of dollars invested in costly lithography, and the bare boards cost the advertiser just as much as boards with paper on them.—*Profitable Advertising, Boston, Mass.*

It's water-tax
time! We'll
give you the
very
lowest
rate up to the 19th.
Then 'twill
be 10 per cent
more.
W. I. BROWN,
Collector.
Office open evenings.

BANGOR'S TAX COLLECTOR GETS INTO LINE AND ADVERTISES IN AN UP-TO-DATE FASHION.

ADVERTISING TALK.

INTERESTING FACTS FOR THE MERCHANT TO CONSIDER.

About this season of the year merchants begin to think over plans for their next year's business and among the many things to be considered is the amount of advertising to be done. Very few merchants neglect this great factor in their business, for they know its importance if their advertising has been well written and the right media used. Advertising is publicity and the desire of the merchant is to put his announcements, his store news, before the greatest number of people at the least cost. There are a number of methods, but experience has proven that newspaper advertising is the best in the majority of cases. The question then arises as to which paper reaches the most people and what the cost will be.

As to the circulation of various papers the merchant may be in doubt. Rival advertising solicitors have visited him from time to time and expatiated upon the value of their particular paper, told of the thousands and thousands of subscribers, and asserted over and over again how many thousand more readers their paper had than any other of its competitors, and told what an exclusive set it reached, that no other paper could reach this or that class, etc. Same way with solicitors for advertisements for various programmes, calendars and all the rest. In each case the merchant has had it impressed upon him that success was only certain if the solicitor's medium were used.

Merchants, as a rule, are very trusting personages in the matter of circulations. They rarely ask to have claims substantiated, and while they may think that the solicitor has put up an excellent article of rubber truth they also think that perhaps this or that medium has got a fair circulation and may be of value to them. The merchant is not so trusting in other matters. He would not think of buying groceries at a store where there were no scales.

If he should ask for ten pounds of sugar he would not be satisfied if the grocer were to take some sugar in a scoop, turn it into a bag and pass it over the counter with the statement that "there is ten full pounds of sugar." Neither would the merchant in buying meats accept a piece of meat cut off, wrapped and passed over to him as so many pounds unless he thought it had been weighed. He would expect sixteen ounces to the pound. He would pay at that rate for each pound or fraction of a pound. When a case of goods comes in to the merchant's store and is opened the contents are checked up and if not found correct a complaint is entered. The full count will have to be made up or the bill discounted.

The merchant owes it to himself to apply the same methods to papers in which he buys advertising space and pays for it on the basis of circulation, for circulation largely determines the cost of advertising. If the merchant, when making an advertising contract, insisted that a clause should be inserted stating the circulation of the medium, and guaranteeing that satisfactory proof would be furnished by the paper that the stated number of copies were actually printed at each issue in which the merchant's advertisement appeared, or no money would be collected, the advertiser would be surprised to find what a vast difference there is between the claimed circulation and the exact number printed.

Yet should the merchant order 10,000 handbills of the printer, he would expect to get that number and would satisfy himself that he had received full count before paying for them. The merchant would not pay for 10,000 if he had received but 1,000 or 2,000. He would simply pay for the number he received. Why should he not apply the same method in his payment for newspaper or programme advertising? Why should he not know what he is paying for and demand full count? Simply because it has not been the custom, and it seems to be a huge

task to find out how many copies a newspaper actually prints. In some cases it would, undoubtedly, be a huge task, but if the advertising patronage was withheld and the burden of furnishing satisfactory proof put upon the publisher, the task would be an easy one.

Satisfactory proof would consist in the showing of certified white paper bills; of postoffice receipts for papers mailed, or bills of weight from railroads, where bundles of papers are sent by rail; of free access to subscription books and cash book showing amounts received from street or news-stand sales. In this way the actual circulation of any newspaper can be very nearly ascertained. Claims regarding circulation would not be allowed; actual figures, ten hundred complete papers to the thousand, would be demanded.

For the convenience of its advertisers the *Union* gets out as soon as practicable each month a tabulated statement of its circulation, signed and sworn to by the publisher. In addition to this the pressroom, the mailing room and the circulation books are open to the inspection of all advertisers, and such patrons are invited to satisfy themselves as to the exact number of copies the *Union* printed each day.

In a recent number of PRINTERS' INK, a journal for advertisers, which has been styled "The Little Schoolmaster in the Art of Advertising," is an article on "Leading Newspapers," a review of the papers of the country, their circulation and comparative importance as shown by the current issue of the American Newspaper Directory. This Directory is the standard with a majority of the leading general advertisers of the United States, for it aims to give actual circulations, and while printing a publisher's claim gives also the Directory editor's estimate of the paper's circulation. If a tabulated statement is furnished to the Directory publishers, this fact is also made known. Under the heading of "New Hampshire," in the article referred to, PRINTERS' INK says:

"Eight daily papers in New Hampshire get credit for actual issues of more than one thousand copies. They are: Concord *Evening Monitor*, *People and Patriot*, Dover *Foster's Democrat*, Keene *Evening Sentinel*, Manchester *Mirror and American* and Manchester *Union*, Nashua *Telegraph* and Portsmouth *Times*. The Manchester *Union* alone of these eight has furnished regularly statements of circulation during a series of years and has probably a much larger issue than the remaining seven dailies combined. Its last report shows an average issue of 12,883. The *Union* is a progressive paper. By means of special arrangements with newsdealers and railroads the paper is delivered pretty generally throughout the State by early morning and reaches its farthest confines late in the afternoon. With the exception of the Indianapolis *News* and the Portland *Oregonian*, there is no other instance where a single daily so dominates a State as is the case with the Manchester *Union* in the State of New Hampshire. The only other newspaper with actual figures is the Keene *Evening Sentinel*, which is given 1,536; the remaining six are credited with outputs of exceeding 1,000 copies each. These seven are of little interest to the general advertiser."

The *National Advertiser*, a bright and progressive magazine, devoted to the interests of advertisers, active in exposing frauds, and persistent in its efforts to give to space buyers a correct statement of circulation of all newspapers, has, in its issue of August 8, an interesting letter from F. J. Cheney, of the Cheney Medicine Company, Toledo, Ohio. The letter was written to the editor of the *National Advertiser* in response to a request for an opinion upon and criticism of a proposed plan for the investigating of the circulations of newspapers and periodicals. Mr. Cheney has been a liberal buyer and user of advertising space for over twenty years and the advertisements of his company are appearing in thousands

of publications to-day. Very few men have had the experience which has come to Mr. Cheney, and he knows as much or more about newspapers, their value and circulation, as can be acquired from any newspaper directory, or is enjoyed by any other advertiser in the country. In the letter above referred to Mr. Cheney gives a few chapters from his experience with advertising solicitors and their circulation claims. Among other things he writes:

"Exaggeration of circulation is not taken seriously, because we know the exaggerator, and he knows we know him, and are not influenced by his boasting, and, therefore, little or no damage is done. It pleases the boaster, makes him feel good, and often amuses us. When we get a good, strong statement from a traveling representative, we simply wonder whether he possesses a lively imagination or was misinformed by his principal."

Retail merchants, busy with the thousand and one details of their business, and not having had the experience of Mr. Cheney, do not size up a paper so thoroughly or correctly as he might, and are often talked into making an advertising contract by gentlemanly spellbinders with whom circulation figures are pipe dreams, and who hold truth as too sacred a thing to be used when stating the number of copies which their particular publication sends out.

Some merchants who pay from 15 cents to 25 cents per inch each insertion in papers with actual circulations ranging from 1,000 to 3,000 consider the *Union's* rate high, simply because it calls for more money. On the basis of circulation such papers should receive only from 2 cents to 6 cents per inch, or, if their rate is correct, the *Union* should receive from \$1 to \$1.75 per inch each insertion. These prices would be prohibitive. Any merchant would say that he could not afford to pay them. And he could not. Yet some are paying for space in the same ratio in other newspapers.

Advertising is as much a part of the live merchant's business as

is the purchasing of goods. And advertising should pay a profit the same as goods. If advertising does not pay, the fault must lie either in the medium or in the advertisements themselves. The province of the paper is to furnish circulation. The advertiser uses space to tell the people about his store and his goods. Advertising is store news—let the advertisements be news. If the *Union* was to print news items several days without change its readers would be disgusted and enter a protest. Let the store news be fresh—don't run stale advertisements.—*Manchester (N. H.) Union.*

THE LAST RESORT.

Editor Writer—But what can we say? We don't know a thing about Smith and his crowd.

Editor—Well, we can at least refer to them as Smith and others of his ilk! —*Detroit Journal.*

It isn't necessary to patronize the newspaper want columns in order to find fault.

STEREOTYPED ADVERTISING PHRASES.



REDUCED TO ONE DOLLAR.

A TWENTIETH CENTURY IDEA**A Soda Fountain in Every Home**

COUNTRY life misses many enjoyments of the city. If you can't come to them they can go to you. One of the city's latest novelties is the possibility of having a complete Soda Fountain in your home at trifling expense. It consists of filling small steel capsules with the purest carbonic acid gas and supplying with them a

SPARKLETS

apparatus for making all drinks sparkling. It isn't a big, cumbersome affair, but a neat, attractive silver bottle, as shown in illustration, with capacity for carbonating all kinds of drinks as effectually as though you owned a \$1,000 Soda Fountain. In order to introduce this into 100,000 country homes we make this special offer of

**A Complete Soda Water Outfit for \$3.00**

		Regular price
1	all-metal bottle, with syphon, complete	\$5.00
2	boxes of SPARKLETS, 10 in a box	
1	bottle of Root Beer Extract, pure syrup	
1	" " Ginger Ale " "	Introductory price to
1	" " Vanilla " "	the first 100,000
1	" " Sarsaparilla " "	
1	" " Raspberry " "	
1	" " Strawberry " "	
1	Vichy Tablets (40 in bottle)	
1	bottle of Citrate Magnesia Tablets (40 in bottle)	

This gives you choice of eight different kinds of soda, flavored exactly to your taste at average cost of one cent a glass.

In addition to making the finest soda in the world, SPARKLETS will carbonate in this syphon, milk, iced tea, cider or any liquid, and by its own life and force destroy all germs and clear impurities from unhealthy water.

From thousands of letters of commendation we have space only for a few:

"SPARKLETS goes beyond my expectation. Mrs. Howe daily encloses a letter from her physician, Dr. Lober, verifying the same."

MARIE LUCINDA MARKS,
2357 Magazine Ave., New Orleans, La.

"SPARKLETS reached me in good order and I am greatly pleased with the same."

M. C. MERRIMAN, Jr., Syracuse, N. Y.

"My friends and myself are delighted with the operation of SPARKLETS."

JAMES HICKS, Piqua, O.

"I thank you for introducing SPARKLETS to my notice. I have been ill quite a while and could not retain milk or anything else in any form until I used the SPARKLETS. I am now able to drink a gallon of milk charged with SPARKLETS."

You can't afford to be without one. Remit \$3.00 by postal order, check, registered mail, or any convenient way and get a Soda Fountain in your home.

The COMPRESSED GAS CAPSULE COMPANY
Twenty-fifth Street and Broadway, New York City

READABLE AND CONVINCING. FROM "FRANK LESLIE'S POPULAR MONTHLY," FEBRUARY, 1901.

EVENING PAPER ADVANTAGES.

Years ago, when the facilities for gathering news were imperfect by reason of inferior telegraphic service, the morning paper enjoyed a distinct advantage. Conditions now, however, are different. The news of the world is based upon man's activity, and this makes the daylight the producer of news. A happening is flashed over the wires within a very few minutes after it becomes known, and this permits the afternoon paper to go to its readers with the news almost up to the minute. This advantage, added to the fact that the great

masses of the people read newspapers at eveing time, establishes clearly the lead of the afternoon publication.—*Dayton (O.) News.*

"WHITE."

"White" in an advertisement is invaluable. Without it, an advertisement is a picture without background or sky.—*Newspaper and Poster Advertising.*

An investment in advertising is one which will yield golden return to the man who places his money with wisdom.—*Ogdensburg (N. Y.) News.*

NOTES.

GEN. CHAS. H. TAYLOR is to speak before the next meeting of the Sphinx Club.

Practical Advertising, of Atlanta, Ga., was a year old with its Janitary issue. Many happy returns of the day!

"*The Work of the Postal Commission*," by Hon. William H. Moody, appears in the *Independent* (New York) of January 24th.

THE first newspaper printed by a mechanical press driven by steam was the London *Times* of November 28, 1814. Its speed was 1,800 an hour, printed on one side only.—*Fourth Estate*.

THE name of the Advertisers' Association of London has been changed to the Advertisers' Protective Society. S. B. Worth, solicitor, New Broad street, E. C., has been appointed secretary pro tem.

In the *Saturday Evening Post* (Philadelphia) of Jan. 19th, under the general title of "American Cartoonists and Their Work," C. G. Bush, F. Opper, Charles Nelan and Homer Davenport contribute interesting articles.

THE Boston Store, of Worcester, Mass., inaugurated on December 31st its annual "May Day Party in January" being a sale of muslin underwear. Mr. J. G. Moran is the advertising manager of this popular concern.

THE Ansonia (Conn.) *Evening Sentinel* closed the century with a daily average circulation of which it is proud. The claim is made that the ratio of circulation of the *Sentinel* to the population in its field is one to every six inhabitants.—*Newspaperdom*.

THE K. J. Quinn Co., 105 Pearl street, Boston, Mass., offer \$100 to the person giving the best idea by March 1 how to advertise Zapha Shoe Polish for men's, women's and children's shoes. Particulars are sent with the purchase of a twenty-five cent bottle.

PRINTERS' INK hears that the Secretary of State of Wyoming has asked the legislature to make an appropriation for a new immigration pamphlet, which will set forth the resources of the State and bring many settlers and hundreds of dollars within the borders of the State.

ONE of the most unique advertising attractions yet seen in our city, is displayed in a window at the Model Clothing Store. A rapidly revolving circular saw is industriously engaged in cutting prices, while the fragments, that are scattered about, give the place the appearance of a miniature saw mill.

THE Merchants' Association of New York having discovered that the P. O. Appropriation Bill has eliminated all appropriations, not only for the extension, but likewise for the maintenance of the present postal tubular system, has petitioned the members of the New York delegation in Congress against such action.

MR. RUFUS H. JACKSON, business

manager of the Harford (Conn.) *Times*, was on January 24 elected president of the Business Men's Association of Connecticut. The selection is everywhere regarded as an eminently valuable one for the association. Even the Hartford *Telegram* voices the general satisfaction with the choice.

H. D. LA COSTE, whose office is in the Potter Building, New York, will hereafter represent the San Francisco *Bulletin*, in the place of the late Felix K. Misch. Mr. La Coste is one of the most progressive of special agents, and the appointment is one of which so young a man may well be proud.—*National Advertiser*.

A. SHUMAN & COMPANY, the Boston clothiers and ladies' furnishers, have fitted up an "Ivory Room" for the delectation of their lady patrons which is a prominent object of attraction for feminine shoppers. A PRINTERS' INK correspondent says it is not surpassed in charming beauty by any similar place in the city, fitted up as it is in decorations and ivory colored hangings.

"RECOLLECTIONS of Famous Editors," in the *Youth's Companion*, starts in the January 24th issue by a sketch of Chas. A. Dana, by Amos J. Cummings, who knew him well. He tells how one night, crowded for space, Dana threw out four columns of advertisements, and won his case against the protests of the counting room, insisting that the news must always be given precedence.

BERNARD M. WOLF, the Boston street clothier, recently dressed one of his windows as a "Puzzle Window." Among the forty overcoats displayed, ranging from \$7.50 to \$40 in price, was only one that sold for \$25. The coats were numbered, instead of priced. To the first person who guessed the \$25 coat, Mr. Wolf gave a prize of \$5. The contest was open to purchasers and non-purchasers alike.

LONDON *Punch* has long shown signs of decay. The men available to-day for the salaries a weekly paper can afford to pay are not the equal of the old guard—the Leaches, the Hoods, the Doyles, the Lemons, the Mac'hews, the Jerrolds and a'Becketts—with whom the production of *Punch* was more a labor of love than a slaving for indemnity.—*Toronto World*.

"*NEWSPAPER Notoriety*," by John Swinton, appears in the *Independent* (New York) of January 24. In concluding, Mr. Swinton says, In an earlier part of this article I referred to the cranky, the vain and the silly people who seek for it; but these are by no means its only seekers. It is sought for by a good many worldly persons in this age because it is advantageous to them, as things go.

MR. NATHAN HASKELL DOLE is now connected with the publishing house of Messrs. D. Appleton & Company, and has assumed charge of the advertising department of the firm. This is proof positive that the literary side of this commercial art is exacting. Mr. Dole is widely known as a student of Omar

Khayyam, and his researches have added much to the general knowledge of the Persian poet and philosopher.—*New York Commercial Advertiser*.

Two weeks ago the waitresses in a largely patronized restaurant were vaccinated. The proprietors thought it would be a good advertisement to let their patrons know that there was no danger of being served by waitresses with smallpox, for the next few days the restaurant was constantly resounding with the sound of broken dishes. The proprietors say that their "advertisement" proved much more expensive than they had anticipated.—*New York Tribune*.

In November, 1900, the Association of American Advertisers sent its auditor to Rochester to ascertain the circulation of each of the daily papers willing to open its books in proof of circulation claims, the object being to secure the information on which, alone, the advertiser can absolutely rely. But two of the five dailies permitted investigation. It is said that of all the papers yet examined by the auditor of the A. A. A. not one has been found to have the circulation claimed for it.

THE Boston *Traveler* prints in every issue a prescription coupon which with the payment of ten cents at any of the three drug stores of Theodore Metcalf & Co. purports to enable the holder to get his prescription filled at actual cost price of the drugs. The coupon does not state who stands the loss of profit, the *Traveler* or the Metcalf Company. The drug store appears to get a good ad out of it and probably fills many prescriptions which would otherwise be handled in some of the smaller shops.

THE Laxakola Company, Charles Austin Bates, promoter, is said to be making progress. It now has \$30,000 on deposit with the Chemical National Bank, so Mr. Bates says, \$30,000 more is promised by good men, while fully \$200,000 worth of advertising space has already been corralled, payable in stock. Mr. Bates says there remain in the treasury, to be sold, about 50,000 shares for which he expects to get double the price he has been receiving up to this time. Laxakola will probably prove an excellent laxative.

DR. SETH CLARK & CO., 404 Atlantic avenue, Boston, in their ads in the daily papers, print a coupon, each one numbered, which is good for one trial bottle of their "Neurogen," advertised as a cure for chronic nervousness, rheumatism, neuralgia, dyspepsia, heart trouble, nervous exhaustion, and all affections of the nerves and blood. No bottles are given without the coupon, and to parties living at a distance a trial bottle is sent prepaid, on receipt of a coupon properly filled out with the name of the nome dealer.

An advertising scheme that attracted much attention yesterday was a group of Scotch bagpipers—at least, they looked like bagpipers, who made the tour of the principal streets. At convenient points the group would halt, and two

of the party would drone out something characteristic in the shape of "Annie Laurie" or "Blue Bells of Scotland," while the other members of the band hustled out circulars among the crowd, explaining all the manifold merits of the particular goods they were advertising.—*Savannah (Ga.) News*.

MR. WALTER L. THOMAS, who has been in the counting-room of the *Enterprise* for a number of years, and who is well known to the advertisers of the paper, has accepted a position in the advertising department of the Worcester *Telegram*, and will leave to take his new place in about two weeks. Mr. Thomas is the third man the *Telegram* has called from the *Enterprise*, and the managers of that paper are to be congratulated upon knowing where to come when they need good men. Mr. Thomas is popular in this city with all with whom he has come in contact.—*Enterprise, Brockton, Mass.*, Feb. 28.

Ainslee's Magazine (New York) for February tells how in 1895 Henri Menier, the French chocolate manufacturer, purchased the island of Anticosti—some two million acres lying at the mouth of the St. Lawrence River. Today Anticosti boasts of a thriving town conducted on modern plans, and has quays, breakwaters and extensive canning factories, besides being populated with an army of workers employed by Menier, who are pushing steadily onward building roads, making clearings and in other ways working for the prosperity of the island. This is the result of five years of constant toil and an expenditure of over two million dollars. The article, particularly Menier's rules, which make him a despot, is well worth reading.

At the annual meeting of the Moxie Nerve Food Company of New England, held last week, the following well-known gentlemen were elected directors: Frank E. Thompson, of Arlington; John L. Beauchain, of Allston; Augustin Thompson, Lowell; F. N. Young, Arlington, and Harry A. Thompson, of Lowell. Mr. Taylor, of Lowell, who has been connected with the business for seventeen years, and who has been president of the present company since its organization, retired, owing to his advanced years, and Mr. Frank Thompson, who has been treasurer of the company since it was organized, as well as the general manager and moving spirit of the enterprise, was elected to the vacancy. The office of general manager was abolished and the duties added to those of the president.

THE Hon. Charles Juengst, Democratic Assemblyman from the Fifteenth District of Brooklyn, Kings County, introduced a bill in the New York Legislature on Thursday, January 24, the purpose of which is to derive revenue from corporations or persons who use public conveyances for the display of advertising. The bill provides that any corporation or person operating for revenue any steam railroad, street surface railway, or other public conveyance the motive power of which is steam,

electricity, horse power, or compressed air, shall pay yearly to the State treasurer an annual tax of \$10 for each and every car or vehicle in or upon which a business advertisement is displayed. Mr. Juengst has no figures upon the amount of revenue which his bill would yield the State, but thinks the returns would be very large, especially from New York City.

ABOUT a week ago Mrs. B. F. Young of this village lost her purse, which contained several of her calling cards and \$25. Several days elapsed, and Mrs. Young awaited the return of the purse, thinking that the presence of her cards therein would guide the finder thereof in returning the property to its rightful owner. However, as nothing was heard of the finding of the money, a "fake" advertisement was inserted in a recent edition of the local paper. The advertisement stated in substance that the person who found the purse which was lost several days previously was known, but that if the property was returned to attorney J. F. Little, no prosecutions would follow. Yesterday (Friday) a closely veiled woman accosted a young lad by the name of Faustett, and hired him to take a package to Mr. Little. On opening the package the purse was found with the money intact, although not in bills of the same denomination as when lost.—*Rochester (N. Y.) Union Advertiser.*

"Is the Newspaper Office the Place for a Girl?" is the theme of an editorial symposium in the February *Ladies' Home Journal*. Some time ago Edward Bok sent letters to one hundred men and women editors asking: "If you had a young daughter, desirous or forced to go into the outer world, would you, from our experience as a newspaper woman, approve of her working in a daily newspaper office? If not, why not? And under what, if any, circumstances or conditions would you sanction it?" Of the fifty women addressed on the subject forty-two responded—all but three in the negative. Of these twenty were married and nearly all the twenty are mothers. There were thirty answers from the fifty men editors, who were unanimous and emphatic in their opinion that the newspaper office was not a fit place for a girl. They take much the same general view of the matter: that the exigencies of newspaper work are a severe tax upon the physical strength, and that the influence of a newspaper office are almost sure to coarsen a girl.

THE SOLICITOR.

It takes a very canable man to make a good solicitor. One who knows how to shut his mouth as well as how to open it when necessary. One who understands how to keep his mind on the matter in hand even when the really interested party wavers. A man whose perseverance is perfectly balanced by politeness, tact and understanding; a man whose selfish side is strong but controlled by intelligence. A man who having learned to control himself is capable of influencing others—such a man will make a good solicitor.—*Fame.*

TO IMPROVE POSTER ART.

The project of an academy for the annual exhibition of original designs at the Crystal Palace in connection with the International Advertisers' Exhibition has now taken definite shape. A committee of well-known posterists has the matter in hand, and the date fixed is March 2 to March 30. The committee consists of Messrs. John Hassall, Tom Browne, Cecil Aldin, Bernard Partridge, Will True, James Pryde, R. Sauber and W. S. Rogers, each of whom agrees to exhibit no fewer than three original designs which have not yet been published nor previously exhibited. Membership of the academy is by election of the committee, and candidates, unless their published work be known, must submit three designs. Membership, which costs 10s. per annum, carries with it the right of exhibiting three designs. The design of the Poster Academy is to elevate the poster art, to educate the public into an appreciation of the hoarding beautiful in place of the hoarding hideous, and to teach advertisers that the artistic poster is an excellent advertising medium. All particulars can be obtained from the honorable secretary, Poster Academy, Crystal Palace.—*Newspaper and Poster Advertising.*

HOW JUDGED.

A firm is judged to a large extent by the character of its catalogues, booklets, brochures, circulars, posters, cards, letter and billheads; in fact, every class of stationery and printing it sends out. And this is not a question of pride alone—it is a matter of business; for a good catalogue will bring better returns, sell more goods, than a poor one; and a circular, well worded and well printed, will increase sales one hundred per cent more than a cheaply printed and carelessly worded one.—*Henry O. Shepard Co.*

STEREOTYPED ADVERTISING PHRASES.



REQUIRES VERY LITTLE LABOR.

STREET CAR ADVERTISING VINDICATED.

NEW YORK CITY, Jan. 28, 1901.

Editor of Printers' Ink:

In your issue of December 12, on page 14, under heading "Checking Street Car Cards," you published a circular from what purported to be the Advertisers' Protective Agency, with offices at 242 President street, Brooklyn. The circular in question contained many statements of alleged double-dealing on the part of street car advertising firms and other remarks of a derogatory nature calculated to injure the street car advertising business. Legal proceedings were instituted against this agency and the defendant retracts the words of the circular in the following statement:

MAGISTRATE'S COURT.

First District—Borough of Brooklyn, People of the State of New York
against

John Gallagher.

City of New York, County of Kings, ss.
I, James Gallagher, do herein hereby withdraw the statements in the letters signed by me which are incorporated in the two complaints against me, so far as the said statements accuse the advertising firms of fraud and deceit. It is my intention to abandon the business described as the Advertisers' Protective Agency.

I make these statements in order to have the said complaints for libel withdrawn.

Dated Brooklyn, January 17, 1901.

Signed JOHN GALLAGHER.

This is a complete vindication of the honor of street car advertising concerns and thus ends the affair.

WILLIAM M. HARCOURT.

A NORTH CAROLINA ADMIRER.

Office of

"THE McDOWELL DEMOCRAT."
MARION, N. C., Jan. 22, 1901.*Editor of Printers' Ink:*

We are, and have been for almost a year past, presenting annual subscriptions to our patrons. PRINTERS' INK occupies the point on our desk handiest to our right hand, and is constantly referred to for reasons too numerous to mention here. We begged it from the business manager when we worked in a reportorial capacity on the Scranton Tribune, Scranton, Pa., and it is one of the few friends to remain with us since. Yours truly,

THE McDOWELL PUB. CO.
C. E. House, Bus. Mgr.

BETTER MEANT THAN EXPRESSED.

MONTREAL, Can., Jan. 21, 1901.

Editor of Printers' Ink:

Perhaps this would interest you.

MR. WM. WRAY, FORMERLY OF St. Domingue Street, has opened an undertaking business at 2436 St. Catherine Street, and invites all his old friends to call upon him. 'Phone Up 2667.

CHURCH ADVERTISING.

CLEVELAND, O., Jan. 25, 1901.

Editor of Printers' Ink:

"Hear me! Will all the stores, clubs and lodges be so kind as to close for the next week, in the evening, so that all may attend church? Meetings each evening in the First M. E. Church. Come and be ye saved. Stop making excuses. Dissolve partnership with the devil or he will ruin you."

The foregoing paragraph recently appeared in a local paper in Ashtabula, Ohio, in the shape of a big display ad printed in the blackest kind of type.

In an interview, Rev. E. E. Whitaker, pastor of the church, said the church had tried revivals, but they did not have the desired result. People were becoming tired of them. So at the conclusion of the revivals, he concluded to try advertising. Then he went a step farther, and in a display ad told the people just what could be found at the Methodist church the following Sunday.

"Does this sort of advertising pay?" was asked.

"Drop in at the service to-night" replied the reverend gentleman, "and you will have your answer. Many come to church because this ad reminds them of an oft neglected duty. Others to see a preacher that will advertise. If I can't interest them then so they will come again, the fault is mine."

Judging from the attendance at the services, the results are sufficient to cause the method to meet with a more extended use. W. R. ROBERTSON.

THEY WANT RATE CARDS.

Office of

A. MCKIM & Co.

MONTREAL, Jan. 25, 1901.

Editor of Printers' Ink:

Our offices were burned out on Wednesday night. We are fortunate however in having saved our books, contracts, checking cards, and important records of all kinds so that business is being continued with practically no interruption. Our file of rate cards of American papers was destroyed, and if you do us the favor of referring to the fire in your columns we would be glad to have you suggest that we would be pleased to receive duplicates from the principal United States papers. Thanking you in advance, we are

Your obedient servants,

A. MCKIM & Co.

AN OLD SUGGESTION REVIVED.

NEW YORK, Jan. 26, 1901.

Editor of Printers' Ink:

Why not have advertisements on the ceilings of barber shops? When a man is being shaved his head is thrown back on the chair rest and his eyes are thus brought on a direct line with the ceiling. Usually he studies the design of the ceiling, and then becoming tired of the monotony lapses into sleep. Now if there was an interesting advertisement placed on the ceiling directly above his chair, his attention would be riveted there and the ad would be read.

WM. KENSETT.

Taken from the Montreal Herald of Saturday, January 19th.

Yours truly, JOS. H. WOOD.

PRINTERS' INK.

INDIANAPOLIS ITEMS.

INDIANAPOLIS, Ind., Jan. 18, 1901.

Editor of PRINTERS' INK:

Here is an ad that I clipped from a live stock paper:

A FROZEN FOOL

Is the man who refuses to investigate the sure Profit, Comfort and Health to be found in the Rice Plantations of Southwestern Louisiana and Southeast Texas. Don't be an F. F. Join our excursion over Illinois Central and Southern Pacific on Dec. 18, via New Orleans to Beaumont, Texas. The Southwest Co., 406 Picrik Bldg., Springfield, Ill. Offices, Beaumont, Texas; Jennings, La.

The Badger Furniture Co., of this city, lately installed a working saw mill in one of their show windows. They were demonstrating how the tree is converted into dainty furniture for the fireside. This company utilize the coal holes in the sidewalk fronting their store. Heavy glass covers are used, and a light shining through from beneath displays the name Badger. This idea, of course, is not so new, but it is not bad.

Yours truly, GEO. B. FORREST.

IN THE METROPOLIS.

NEW YORK, Jan. 28, 1901.

Editor of PRINTERS' INK:

Simpson, Crawford & Simpson, the Scotch merchants in business on Sixth avenue, have one of their large windows draped in mourning in honor of the deceased English Queen. Upon a proscenium arched frame one hundred and forty yards of crepe have been draped. Beginning at the edges of the half circle the material is neatly shirred and drawn back to a centered point in the rear. Immediately under this hollowed arch stands an erected bier, upon which rests an excellent portrait of the late Queen, while lying beside it is a crisp sheaf of new wheat tied with royal purple ribbon. This somber display stands out in bold relief against the bright-hued showings in the other windows and can be seen a great distance from the store. Macy also remembered the occasion and had the Stars and Stripes and the Union Jack crossed at half mast in the window.

WM. KENSETT.

NOT A BAD SUGGESTION.

NEW YORK, Jan. 28, 1901.

Editor of PRINTERS' INK:

Apropos of the movement to place an additional statue in the Hall of Fame at the National Capitol, and in view of the fact that sectional jealousy and national indecision has resulted in *nil*, allow me to suggest as an agreeable and suitable compromise the name of our illustrious and far-famed custodian and healer in ordinary of the public health, Professor Munyon. What more striking or famous statue could be selected than that representing the doctor with uplifted hand, exclaiming: "When I see a man suffering from rheumatism, I feel that he ought to be prosecuted for criminal neglect?"

WILLIE GREEN.

THE FIFTH SUGAR BOWL.

Office of

"THE BANGOR COMMERCIAL."

BANGOR, Me., Jan. 22, 1901.

Editor of PRINTERS' INK:

It gives us great pleasure to acknowledge the receipt of the Fifth Sugar Bowl, which was received at this office on the evening of January 17th by express from Tiffany & Co.

The fact of the *Weekly Commercial* winning this prize is most gratifying to us, and we wish to express our appreciation of the eminently fair and creditable manner in which this contest was carried on by PRINTERS' INK.

This contest has been interesting to all readers of the "Little Schoolmaster," and has brought out much information of value to advertisers and the latter should appreciate such efforts on their behalf, as no doubt they do.

For ourselves, we desire to thank the "Little Schoolmaster" for giving us the opportunity to win this prize, and the distinction which goes with it, which we are very proud of. We feel that it is of no inconsiderable value.

Yours truly, J. P. BASS & CO.

♦♦♦

"AN ADVERTISED ARTICLE."

LUVERNE, Minn., Jan. 21, 1901.

Editor of PRINTERS' INK:

If you have not yet found a proper term with which to designate "an advertised article" here it is: Ad Known; or, if you would adopt the phonetic spelling and make it "adnon."

Yours truly, J. H. SHARP.

BILOXI, Miss., Jan. 18, 1901.

Editor of PRINTERS' INK:

How does "Auvertism" sound for the word meaning an advertised article? No patent or copyright on it.

Yours, etc., J. A. BURNS,

Editor *The Gazette*.

CLINTON, Iowa, Jan. 27, 1901.

Editor of PRINTERS' INK:

For "an advertised article," I would suggest the use of the three letters as here written, viz., "Aaa." No reason why it could not be used for that purpose well as "O. K." for all right. Respectfully submitted. Yours truly,

JOHN RICHARDSON.

♦♦♦

ILLUSTRATED EXTRACT FROM TESTIMONIAL.



I HAD SEVERE PAINS IN THE BACK.

BOOKLETS.

A good booklet is one of the best investments a business man can make. It is one of the best methods for putting the establishment before the public. It is a heart to heart talk between store-keeper and patron and enables the advertiser to say things for the interest of the consumer which might be crowded out of a newspaper advertisement. It goes out among the people and talks about things of interest to the people. A booklet may talk generalities or specialties. It may be a price list or it may be descriptive. It ought to be a combination of good ideas, for the benefit of the readers.—*Advertising World*.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

FERNALD'S NEWSPAPER MEN'S EXCHANGE recommends competent repr's, editors & adv'g men to publishers. 15 Cedar St., Springfield, Mass.

WILL invest one to two thousand in paying Western newspaper or magazine, with position attached. A. P. COX, 39 Joralemon street, Brooklyn, N. Y.

WILL supply three sample ad jingles for \$2. If you like them, will furnish any desired quantity at reasonable rate.—"RALPH THE RHYMER," care Printers' Ink.

YOUNG newspaper man, thoroughly experienced, will manage and may buy newspaper, or newspaper and printing plant. Address "O. L. C." care Printers' Ink.

WANTED—Situation. Experienced advertising man wants position as manager for advertising department in any line of business. Address A. W. MUNDT, Freeport, Indiana.

NEWSPAPER men who have \$3,000 or more to consider carefully the really exceptional business opportunities offered by me in various ads in these classified columns. C. F. DAVID.

JINGLES—Advertising jingles for all trades. That is my specialty. They are the pithy pointed, practical kind, and are profitable at the price. "JACK THE JINGLE," 10 Spruce St., N. Y.

USTLER in every town to start and own an illustrated newspaper. Big money for bright men and women. \$10 capital required. Address for particulars—"NEW IDEA," care of Printers' Ink.

ORDERS for 5 line advertisements: 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

WANTED—A young man with some ideas of advertising and \$1,000 to \$3,000 cash to join a New York patent medicine house of high standing. Will be given salary and profitable interest in the business. Address—"INTEREST," care of Printers' Ink.

WANTED—A first-class, thoroughly experienced adwriter. One who fully understands the preparation of newspaper and magazine copy. Send samples of work and state salary expected. GOVE ADV'RITING AGENCY, Providence, R. I.

WANTED—A young man who has had some experience as a writer, designer, constructor or of advertisements, illustrated and other. Salary \$30 a week. Employment in New York City. Address, with references, "EARNEST WORKER," office of Printers' Ink, 10 Spruce St., New York.

A GENTLEMAN of experience and ability wishes to make connection with an established publication as business or advertising manager, or both. Might purchase an interest if desired. "ENERGETIC," care of Walesby's Advertising Agency, Louisville, Ky.

A DS for the DAILY JOURNAL, Asbury Park, N. J. Circ'n 2,157. Rate 7 cents an inch.

A DVERTISING MANAGER WANTED leading trade paper, published weekly. R. G. Dun & Co., experienced man required; also experienced advertising canvassers in leading Eastern and Western cities. Address 290 Broadway, New York City.

A N advertising manager, with practical business experience, & comprehensive knowledge of advertising, courageous and hustler, is open to permanent engagement. Now employed by large concern, but not under contract. He has demonstrated his ability to get business for his concern. That is his strong hold. Address "BUSINESS GETTER," Printers' Ink.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

MAILING MACHINES.

MAILER'S DELIGHT, labeler, '99 pat. \$12. REV. M. A. DICK, 43 Ferguson Ave., Buffalo, N. Y.

MISCELLANEOUS.

BICYCLES and tricycle wag'ns. Factory to buyer. Write ROADSTER SHOPS, Camden, N. J.

ILLUSTRATORS AND ILLUSTRATIONS.

SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

PRINTERS.

W HOLE booklet writing, illustrating and ptg. M. P. GOULD CO., Bennett Bldg., N. Y.

WINES.

LOW CHAMPAGNE IS MADE, sent free. C. E. SWEZEY, with Brotherhood Wine Co., New York City.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

DISTRIBUTING.

THE "best" distributing in Bristol, Plymouth, Barnstable, Dukes and Nantucket Counties, Mass., is done by F. E. BRIGGS, 191 Kempton St., New Bedford, Mass. Write for prices.

CIGARS.

DIRECT from the factory. Genuine hand made, high-grade goods. Pleased customers everywhere. See what you'll save! THE HAMILTON CIGAR CO., Lancaster, Pa.

NEWSPAPER ILLUSTRATIONS.

dictate the cost of your newspaper cuts. Particulars and free book for a postal. THE STANDARD ENGRAVING CO. (Incorporated), 7th and Chestnut Sts., PHILADELPHIA.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 995 Broadway, N.Y.

ADVERTISING AGENTS.

MERCHANTS, mfrs., mail order men who want "live" salesmen or ag'ts everywhere should send for bargain lists leading "want ad" papers. HUNGERFORD & DARRELL AG'CY, Balt., Md.

PRINTERS' MACHINERY.

PRINTERS' modern machinery, new and rebuilt. Type of the American Type Founders manufacture. Quality, not price. The best is none too good for you. CONNER, FENDLER & CO., New York City.

SPECIAL REPRESENTATIVE.

II. D. La COSTE, 38 Park Row, New York, special representative for leading daily newspapers.

MAIL ORDER.

HERE'S money to be made in mail-order advertising. Write for our money making system. It will be sent postpaid for ten cents. SAWYER PUBLISHING CO., 525 Temple Court, New York City.

ILLUSTRATED HALFPRINTS.

MAGNIFICENTLY illustrated halfprints. Just the thing for house organs, local news, society, sporting or dramatic papers. Cost about the same as white paper. Send for samples and prices. HOLLIDAY PUBLISHING CO., Washington, N.J.

SUPPLIES.

GAUGE PINS, 3 for 10c. PRINTERS SUPPLY CO., Grand Island, Neb.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

RECEIVED by trade a lot of 95,000 coin cards. Will print all or part at cost. I've made my profit on them. Write at once. L. R. LINDLY, Anderson, Ind.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger, 10c per in. in THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

HALF-TONES, 1 col. \$1; 10c. per inch. Zincs etc. per in. Quality guaranteed. Samples. NIAKARA ENG. CO., 567 Washington St., Buffalo, N.Y.

NEWSPAPER BARGAINS.

\$1,000 CASH buys quite a weekly and job business in Ohio. I seldom have such an opportunity.

\$1,000 buys a good weekly proposition in Oregon. \$900 or more down.

\$2,000 buys a good Republican weekly in Ohio. Reasonable terms.

\$8,000 buys a splendid daily in Connecticut. A monthly, \$1,000 ad. \$1,000 cash required.

\$7,500 buys the controlling interest in a great Massachusetts proposition. Monthly 14,000, weekly 2,400 circulation. About \$4,000 cash required.

\$4,000 buys a reliable weekly in New York State, paying \$2,000 a year. \$2,500 cash required.

Those who have reliable properties for sale, and would be buyers of same, all connect with C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

NEWSPAPER MEN—QUICK.

If a reliable newspaper man shows up quick with \$4,000 he can buy half interest in a New England syndicate of weeklies that is making large money. An exceptional opportunity.

C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

FOR NEWSPAPER MEN.

A SPLENDID proposition in Connecticut, paying good profits with a substantial future. If a good man comes quick as low as \$3,000 cash down will be accepted. Owner has other important and pressing matters.

C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

NEWSPAPER OPENING.

\$7,800 BUYS the controlling interest in a great Massachusetts proposition. Monthly 14,000, weekly 2,400. \$3,000 or more cash required. Know the particulars, and any man who knows the business will want it.

C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued Dec. 1, 1900. Price, five dollars. Sent free on receipt of price. GEO. F. ROWELL & CO., 10 Spruce St., New York.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. ill'd list price catalogue free. S. F. MYERS CO., 48-52 Maiden Lane, N.Y.

ADDRESSES.

1,000 ADDRESSES bona fide tax payers, Christian Co., Mo. C. E. REED, Ozark, Mo.

13,500 NAMES and addresses Iowa farmers, \$10. HODSON BROS., Ames, Ia.

MAIL order names, up to date. Mothers who have ordered within 30 days. Price \$1 per 1,000 or 15,000 names for \$10. DOWNEY & HENRY, 167 Dearborn St., Chicago, Ill.

MAILING list of mail order buyers and agents, mostly in farming districts and small towns. In stamp or sticker form; will save you money, time and trouble. Guaranteed new, correct and without duplicates. Send \$1 for 1,000 sample m.-o. names. Booklet free. BERG, BECKER & CO., Davenport, Iowa.

ADVERTISING NOVELTIES.

BRONZE letter openers. Gun metal finish. Write, H. D. PHELPS, Ansonia, Conn.

\$500 IN genuine Confederate money for only 25c. CHAS. D. BARKER, Atlanta, Ga.

FOR the purpose of inviting announcements reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

PERPETUAL calendar, vest pocket size. Aluminum, beautiful design, with ads in metal, photos, etc., to order. Finest ad novelty on earth. Sample prices, etc., by mail 10c. CALENDAR WATCH CO., Glasgow, Ky.

CALLING CARDS—\$2 high grade calling cards with name and address printed thereon for 25 cents, postpaid. Write for sample card; supply limited. DEIRICK HERALD, West Union, W. Va.

OUR Paperoid Card Cases "wear like leather." Five hundred, with your ad, \$5; one thousand, \$9. Less for more. Without ad, for print makers and others, \$7.50 per thousand. Samples mailed. FINK & SON, 4th & Chestnut, Phila.

FOR SALE.

8-COLUMN newspaper and job plant, little used. List for stamp. Box 45, Milford, N. J.

\$100 BUYS a complete bound file of PRINTERS' INK (32 volumes). Address "P. I. J." care Printers' Ink, 10 Spruce St., N. Y.

FOR SALE CHEAP—Complete Improved Country Campbell Printing Press. Bed 26x33. WM. SUYDAM, 22 Union Square, New York City.

WANT a buyer! A. H. Smith, newspaper broker, Earville, Ill., can serve you and invites correspondence from sellers and seekers of properties. Look me up and write—first look me up.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

NEWSPAPER FOR SALE—Old-established, paying, only paper in fine town in Southern Minnesota; independent; 3 presses, paper cutter, type of typical mid-western. Everything in good shape. Present value \$1,000. Published 11 years; wishes to sell because of health. Please to answer inquiries who could pay at least \$1,000 down; others need not write. Address F. A. WRIGHT, Springfield, Minnesota.

EDITORIAL WRITER.

TIMELY editorials, all subjects. Write for rates. H. L. GOODWIN, Malden Sta., Boston.

ADDRESSING MACHINES.

WALLACE'S Addressing Machine. No type used, more than 50 per cent saved over handwriting. Addresses printed in fac-simile typewriting directly on wrappers. No labels to come off. PRINTERS' INK uses Wallace & Co.'s addressing machine. See also *Commercial*, Butterick Pub. Co., C. E. Elias Co., *Popular Fashions*, A. D. Porter Co., Robert Bonner's Sons, McCall Co., *Modern Stories, Cheerful Moments, Rural New Yorker, Comfort*, W. B. Conkey Co., *Agricultural Epitomist*, Press Pub. Co., Lincoln, Neb., and scores of the large publishers throughout the country.

WALLACE & CO., 10 Warren St., New York.

ADVERTISING MEDIA

THE EVENING POST, Charleston, S. C.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

ADVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.

40 WORDS 6 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

BACK-COVER quarter page, \$0.00 circu., \$16.70 12 times, \$180. PATHFINDER, Pathfinder, D.C.

THE LAKESIDE MAGAZINE, Elyria, O. First-class medium. Advertising agents wanted.

REACH the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. line.

ANY person advertising in PRINTERS' INK to receive the amount of \$16 or more is entitled to receive the paper for one year.

ADs for the **WESTERN SCOUT**, Wichita, Kan. Official organ Improved Order of Red Men State of Kansas. Order growing rapidly.

ADVERTISER'S GUIDE, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 25c. Ad rate, 10c. line. Close 34th.

FACTS AND FICTION, an excellent medium for the mail order trade. Circulation 75,000 each month. Rate 20 cents per agate line. THE DOMINION COMPANY, 323 Dearborn st., Chicago.

WANTED TO PURCHASE.

HALF-INTEREST in country daily or weekly, within 100 miles of New York City, by business manager of twenty years' experience. Address, stating full particulars and terms, "ENERGY," Printers' Ink.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. BURR MANUFACTURING CO., 614 Park Row Bldg., N.Y.

POSTAL cards bought. Unmailed printed post cards, that you may consider worthless, restored to original appearance. SWAIN MERCAILLE CO., 36 Beekman St., New York City.

BUSINESS OPPORTUNITIES.

WANTED good trade journal doing \$10,000 to \$20,000 business. Need not be making money if good field and foundation. "CASIL," care Printers' Ink.

EXCELLENT independent weekly in New York State, making over \$3,000; price \$6,000. Will bear close investigation. EMERSON P. HARRIS, 150 Nassau St., N. Y.

\$60,000—**AFTERNON** Republican one-cent paper in splendid Eastern city of 150,000; has excellent possibilities; references, EMERSON P. HARRIS, 150 Nassau St., N. Y.

\$80,000 WILL buy solid trade paper making 15 per cent and capable of being doubled in value in two years without adding new capital. Inquire, giving references, "LEADER," care Printers' Ink.

INDEPENDENT Democratic afternoon paper near New York, in rapidly growing city of 25,000, can be bought low. Seems to be an excellent opening. Buyer should have \$15,000. EMERSON P. HARRIS, 150 Nassau St., N. Y.

ADVERTISING CONSTRUCTORS.

SCHWARTZ, 905 Temple Court, 5 Beckman street, New York.

WM. WOODHOUSE, JR., Trenton, N. J., likes to write ads for progressive men.

RETAILERS, add a mail order department. GEO. R. CRAW, Box 502, Cincinnati, O.

JED SCARBORO, writer of forceful advertising. Request estimates. 2 Morton St., Bklyn.

YOUR ADVERTISING LITERATURE—I can prepare it saving you time, trouble and expense. J. W. SCHWARTZ, Room 905, 5 Beckman, street, New York.

LAUNCHING a new business! Whether it will be an ordinary paper or a book may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

RESULTS.—That is what I always aim at and my aim is to write, illustrate, design and print all kinds of advertising literature in a neat, clean, convincing manner. In this way it should be done. Send along a trial order and see how I can hit the "bull's-eye" of trade for you. Also send for my booklet, "Ten Dollars a Thousand." It will interest you. Address WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.

LOUIS FINK & SON**PRINTERS,**

59 SOUTH FOURTH STREET,

PHILADELPHIA, January 26, 1901.

PRINTERS' INK, New York :

Gentlemen—Advertising our "Paperoid" Card Wallets in your paper, under classification of Advertising Novelties, brought us inquiries almost as soon as we received copies of the paper containing the ad, and they are coming in every mail.

Very gratefully,

LOUIS FINK & SON.

ESTABLISHED

The acknowledged afternoon paper

Pittsburgh Chronicle

has the strongest following
 —with the prestige and power of over
 Actual average circulation for 12 months

47,410 copies

On the rising tide! Circulation The

52,764 copies**THE CHRONICLE TELEGRAPH, Chronicle Telegraph**

W. R. ROWE, Business Manager

The S. C. Beckwith Sons

SOLE AGENTS FOR THE

47, 48, 49 & 59 Tribune Bldg., New York,

LINED 1841.

letter in influence and circulation.

nnicle Telegraph

llowing of any Pittsburgh paper
over half a century back of it.
2 months of 1900, ending with Dec. 31:

10 copies

atic Thursday, January 24, 1901:

4 copies

iclegraph Bldg., 347 & 349 5th Ave., Pittsburgh, Pa.

VE, Business Manager.

with Special Agency,

FOREIGN ADVERTISING,

and

469 The Rookery, Chicago.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

£ Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

If being printed from plates, it is always possible to issue a new edition of five hundred copies for \$1, or a second edition at the same rate. Individuals desiring to subscribe for PRINTERS' INK for the benefit of advt. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES.

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional; if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, FEB. 6, 1901.

It is to the women that the mail order advertiser looks for his best sales.

THE publisher who cares for the future will not urge the merchant to advertise beyond his means.

Is there anywhere that one can glance that one does not see an advertisement of Quaker Oats?

How to reach and influence the greatest number at the least cost is what successful advertising involves.

Most advertisements in photographed script lack plainness, the first requisite of a good advertisement.

THE first thing the advertiser must possess is faith in the article itself. That is always a fundamental desideratum.

In these days of constant reading, a generous use of white space may make an advertisement pleasant to the weary eye.

THE trouble with humor in an advertisement is that most of what is intended to be so is rarely regarded as anything but idiocy by the readers.

The Chautauquan gives in each issue an "index to advertisements" wherein is shown where the various classifications of business announcements appear. Thus, for advertisers of food, look on pages iv, 559, 563, 565, 571, and so on.

POSITION is worth an addition to the regular price, but not always the quantity of addition that is asked.

A SUCCESSFUL mail order business needs a good letter writer—one who has the faculty of producing a cogent appeal.

In its February issue *Our Silent Partner*, of Waterville, Me., under the heading of "An Editor Who Really Edits" has the following to say:

Mr. Oscar Herzberg, editor of PRINTERS' INK, is a young man of remarkable literary versatility and what's equally important—he has the ability to find news and put it into readable shape without any prejudice.

THE following salmagundi advertisement appeared in a recent issue of the Springfield Republican:

Read the Bible and you cannot help getting interested in the life of Moses. Perhaps it would save your eyes and give you as much pleasure to learn about Moses by attending Egypt at theater Thursday and Friday evenings. The parents of most of the children who take parts use Brown's Quick-Fire Charcoal in place of wood for kindling fires. Big bag 10 cents at all grocers.

A CORRESPONDENT OF PRINTERS' INK writes:

Department store advertisers can reap an additional benefit from their newspaper advertisements by mounting them on cardboard and pasting them in their window. Use a liberal sized card so as to have a wide margin of space all about the ad. Place on a level with the eye, close up to the window sash, and attach to the glass with gum stickers. This will not detract from nor interfere with the display and will enable people to see your ad, who would never see it otherwise. Those who do see it in the paper, probably forget some items, and this plan will jog their memory.

EVERY now and then the editor of some weekly paper gets "on his ear" because PRINTERS' INK says the weekly is a back number and must go. It is the truth of the assertion that makes it so annoying to weakly weeklies. The strong ones are looking about to see how soon they can issue daily editions. PRINTERS' INK will never achieve its perfect success until it visits its subscribers daily. Once a week sessions are too infrequent for any schoolmaster.

THERE is no excuse for the slightest obscurity in a business announcement.

ONE of the first aims in advertising is to secure a thorough hold on public confidence.

THE value of advertising space may not be measurable by the number of papers printed any more than the value of a piece of cloth by the number of yards it contains, still people do want to know how many yards.

THE average circulation of the Indianapolis, Ind., *Press* for the year 1900 was 29,260 copies printed and sold each day. This is believed to be the greatest feat ever performed by any other newspaper established one year, in America, in a city of 175,000 population.

A DELAWARE daily finds that local space users will not pay twice as much for a circulation of 6,000 as for one of 3,000. That is by no means an original discovery.—*Newspaperdom*.

To the majority of advertisers a paper is a paper and one's worth about as much as another. The wise advertiser however keeps out of the paper with a small circulation and waxeth fat thereby.

If some publishers spent as much time in devising ways to increase their circulations as they do in inventing schemes for making advertisers believe absurd circulation claims, they would soon actually have the issues they claim and thereafter not be obliged to do any lying at all. Possibly, however, life would then lack spice.

THERE will be for years to come not a profession that pays so well as that of the adwriter. It is a profession that pays the highest wages and in which able men can earn more than can good physicians or lawyers.—*Mail Order Journal*.

This is one of the statements for which there is no excuse. For every adwriter who earns one hundred dollars a week there exist several lawyers, physicians and judges whose income is at least twice as much. Some of the best adwriters of the day believe themselves well placed to be enabled to secure \$5,000 a year.

ADVERTISING that does not contain information would be as valuable if it were not printed at all.

IN Broadway, Brooklyn, in front of a dancing academy, is a large transparency with this wording: Don't be a wall flower. Learn to waltz here!

THE Standard Tobacco Company, Cleveland, Ohio, uses six inches single column in the daily papers to keep its goods before the public. The ads are written to appeal to the ladies. Here is the wording of one of them:

Ladies, you don't smoke but your men friends do. Ask them to smoke Half and Half and give the bags to you. We will give twenty dollars in cash for the largest number of Half and Half bags with labels attached delivered at our office November 1, 1900; \$10 for largest number, \$6 for second largest number, \$4 for third largest number.

In the many periodicals which are devoted to the advertising business the difficulty of making an advertisement effective has been exaggerated. Any merchant or other business man who knows all about his establishment has only to talk to the public about his stock exactly as he would talk to a single prospective customer of intelligence.—*Paterson (N. J.) News*.

In talking over the counter to the prospective purchaser the merchant may use as many words as he pleases; in utilizing a certain number of inches in a newspaper, he has space for only the fundamental facts expressed briefly and clearly. The difference is an extensive one.

In a sketch of Horace Greeley as he knew him, in the February *Sketch*, Col. A. K. McClure says:

The progress in newspaper advertising may be well understood when I state the fact that Mr. Palmer demanded of every newspaper to which he sent advertising, that it should recognize him as the only authorized agent in the country. He discussed the question with me in Mr. Greeley's presence, and stated what seemed then to be conclusive on the subject, that to admit competition between advertising agents would necessarily reduce prices and result disastrously to journalism. I remember that he gave me a little screed from Greeley's pen, with his name attached, on the importance of advertising, and of recognizing Mr. Palmer as the only authorized agent. It was printed on colored paper, in golden letters, and Greeley seemed to be quite as proud of it as was Palmer.

THE cigar department of Austin, Nichols & Co., of New York, issue an imitation of a bank book with a check inclosed, and inside one finds the following "story":

Caught your eye, haven't we? That's precisely wh' we use the accompanying illustration for, another object being to give you a few hints about cigars. Sweet Violet is the cigar you ought to try. You could shut both eyes and imagine you were smoking an imported Havana that costs four times as much. Talk about sentiment! There is a poem in every whiff. Music! There's a symphony from dreamland in every wreath of smoke that comes from a Sweet Violet cigar. Perfume! There's an aromatic fragrance in every nook and corner of the room it permeates, that any kind of a good wife will not object to. Sweet Violet means a good cigar, made honestly, of good tobacco, and it sells for a nickel.

THE manufacturers of Pearline, in their February advertisement, reproduce a soap announcement written and printed by Benj. Franklin in his newspaper (the present *Saturday Evening Post* of Philadelphia) on March 20, 1735. The wording was as follows:

It cleanses fine linens, mullins, laces, chincies, cambrics, etc., with ease and expedition, which often suffer more from the long and hard rubbing of the washer, through the ill qualities of the soap they use, than the wearing. It is excellent for the washing of scarlets, or any other bright and curious colors, that are apt to change by the use of common soap. The sweetness of the flavor and the fine lather it immediately produces, renders it pleasant for the use of barbers. It is cut in exact and equal cakes neatly put up, and sold at the new printing office, at 1 shilling per cake.

THE exact number of copies of the American Newspaper Directory printed in 1900, its thirty-second year, was 8,750. As the book is sold for \$5 a copy, it is not exactly the sort of publication that purchasers throw away. That it is kept in a conspicuous place and referred to from time to time, many a canvasser for advertising patronage has had reason to know. That there is a demand for the book is illustrated by the circumstance that not a copy can now be obtained from the publishers of either the December, September or June issue. The first quarterly edition for 1901 will be ready for subscribers on Friday, the first day of March.

MR. F. W. SEARS, of Ludgate Hill, London (Eng.) sends the following remarks to the *British and Colonial Druggist*:

Before issuing any announcement, even though it costs but a penny, the advertiser should ask himself a few simple, but pertinent, questions. The advertiser should sit down and ask the following questions:

- (1) Does the advertisement used inevitably catch the eye?
- (2) When attention is caught is a desire to read it created?
- (3) Is the reading matter worth thinking over after perusal?
- (4) Are those who read it constrained by its convincing and persuasive power to purchase?
- (5) Has the advertisement practically proved profitable by producing replies and influencing sales?

THE W. L. Douglas Shoe Company keeps its store at Broadway and Thirty-sixth street, New York, "open all night." The manager, Mr. Bissell, when asked in reference to the foregoing, said:

This is no new departure. We first started keeping open all night almost four years ago, and finding that it paid, continued to do so. So far as I know, this is the only shoe store in the country that does it. It paid from the very start, and it keeps two clerks rather busy to tend to the trade from nightfall till dawn. I believe this is the only city in the country in which such a step would pay, and that this is the only section of this city in which it could be pursued to advantage. We find that it is the best kind of an advertisement too, and a great accommodation to any number of people who find it more convenient to come during the night time, than to take the time away from business during the day.

IN the March *Metropolitan* George Henry Payne, in writing on "How Not to Review a Book," has this to say among other things:

There are three ways of reviewing a book. One is to read it, another is to read a review of it, and the third is to paste up the publisher's lovely notice of it. The first method generally gets the book reviewer into trouble, for when a man has taken the pains to read a book he feels that he ought to say something original—a premise that leads the author to regard him as an ass, the publisher to withdraw his "ad," and the employing editor to "fire" the intrepid reviewer. The man who follows the second rule never attains any particular distinction in the literary world, but he is always able to hold his job, for he can point out, if the publisher or the Constant Reader protests, that numerous other well-known critics (naming the one from whom he has cribbed) follow his line of thought. The man who follows the third rule not only holds his job, but he fills his paper with ads.

THE publisher who misrepresents his circulation and its character is no more dishonest than the merchant who misrepresents his goods.

ONE of the readers of *Pearson's Magazine* sent for a book offered for twenty-five cents by the Ohio Investment Company, of Cleveland, Ohio, in a full page announcement in the February issue of that publication and his letter was returned to him with the envelope stamped "Name not in the directory." Does it mean that the concern expired before its advertisement appeared?

F. CORTEZ WILSON & Co., of Chicago, Ill., issue a booklet called "Acetylene: the Kernel of the Subject." The various methods of lighting from the earliest ages are pictured on the edges. As to the booklet itself, it seems too technical if intended for the general public; for them it would be improved if more details were added; in fact, even the Little Schoolmaster found it difficult to understand certain portions. A booklet should not require study—every sentence should stand clear as a star-lit sky. Frequently, indeed, it appears thus to the writer, when the reader is compelled to struggle for the meaning—without eventually securing it.

DODD, MEAD & Co., in advertising "The Master Christian" in the February *Bookman*, divide a page in two columns, in the first one of which are printed all the unfavorable criticisms. In these the book is respectively designated as untruthful, not well written, her least important book, weak, sacrilegious, exaggerated, and not thrilling. In the second column, criticisms indicating exactly the opposite views, and appearing with exactly the opposite headings, are published. The impression probably intended to produce, is that the volume is strong enough to have elicited the most extremely different opinions. Such an idea in the public mind appears one well adapted to foster an inclination to read the book.

THE Scripps-McRae Press Association announced the death of Queen Victoria an hour before other press associations.

THE Pittsburgh *Chronicle Telegraph* has appointed the S. C. Beckwith Special Agency, New York and Chicago, as their agents for foreign advertising.

THE annual meeting of the Association of American Advertisers was held at the Fifth Avenue Hotel, New York, on Tuesday, January 22d. There was a good attendance of members, and the meeting discussed plans for largely increasing the number of audits of circulations to be made during the present year. The number of committees has been reduced, and the work of the Association will be, in even greater measure than in the past, aimed at the ascertaining of circulations. The treasurer's report showed the organization to be in good financial condition. A proposition was presented, for action at the next meeting, that after the first of July next there shall be an admission fee of \$100, in addition to the annual dues. At present, the annual dues of \$100 is the only charge to members of the Association.

MANY an advertiser seems to think that he should pay the same price per thousand circulation whether the paper is of the high-class family kind or the extra-sensational sheet that no self-respecting man will have in his house. A four-room tenement in the slums does not cost so much as a two-room suite in an uptown apartment house, yet the man who lives in the apartment house does not claim that he should get his rooms at the same price per room he would pay in the slums. Sometimes, however, rooms in the slums come pretty dear and some sensational papers are pretty carefully scanned. If there is any class of papers that, as a class, are frauds upon advertisers, it is the so-called conservative extra-respectable publications that are so near dead that they don't realize that their circulation has practically stopped.

It is possible in an advertisement to give facts clearly without being didactic; without assuming the air of the teacher. Most of us are able to recollect, how in our school days, certain instructors were able to make matters clear to us in a manner that allowed us to imbibe information without the knowledge that we were doing so; while in other instances, the manner almost entirely overshadowed the matter. Both classes are brought to mind by certain business announcements.

A ROLL of print cloth may contain more yards than one of silk, but the silk has many times the value of the print, so the sensational newspaper may sell more papers on the street, but in value may not be compared with the paper with a smaller circulation which goes into the homes of intelligent people. If, however, the sensational sheet prints a thousand to the other's one, and if the sensational sheet will let it be known how many copies it prints and the other will not, the judicious advertiser will pin his faith to the sensational sheet and give the alleged respectable fraud the go by.

THE buyer of a horse cannot tell by the looks of him how fast he can travel, or what his other good or bad qualities may be, but he may form a pretty good opinion from his general appearance if he knows a good deal about horses. So with the buyer of advertising space; he may form a very fair idea of the value of a medium by its appearance. If a paper is poorly printed, poorly made up, if in its reading columns are sensationalism, and in its advertising columns matter of a disreputable character, it is safe to conclude that it has little value to the local dealer catering for family trade. On the other hand, the paper clean in its news, with a workmanlike makeup and attractively set advertisements, indicates that it has a value based on merit. It should not, however, be so respectable as to be wholly dull, nor so anti-sensational as to omit the news.

"NEVER print anything that will jar upon the delicacy of the most refined woman at the breakfast table," was one of C. A. Dana's sayings. It applies as well to the advertiser's announcements.

CANADA issues but three Sunday papers—Victoria *Colonist*, Toronto *World* and Montreal *Sun*. The attractive size of its pages (12x18 inches) makes the Toronto *Sunday World* a pleasant paper to take in hand. By and by there will be more newspapers of a smaller size than at present. PRINTERS' INK has exerted a powerful influence in this direction.

THE New York Court of Appeals, in reviewing and upholding the case of the David Kennedy Corporation and Dr. David Kennedy, the latter the appellant, in regard to the distribution of the mail addressed to Dr. Kennedy, makes the following interesting suggestion:

The judgment appealed from gives to the plaintiff "the right to first receive and open all letters, packages and mail matter of all kinds" addressed to "Dr. David Kennedy of Rondout, N. Y., and Dr. D. Kennedy of Rondout, N. Y." In some cases this would work injustice to the defendant by allowing strangers to read letters of a confidential character which were intended only for him. At the same time it would be unjust to the plaintiff to allow the defendant to open and read letters intended only for it and thus discover the secrets of its business. The parties by their contract have made it difficult to so separate the letters addressed as above as to give to each his or its own, because the ambiguity is not provided for, and it can be solved only by reading the letters and thus ascertaining to whom the writers intended they should go. The rights of the parties require that neither should read a letter intended for the other, and, in view of the feeling that prevails, that neither should depend upon the good faith of the other in order to get what it or he is entitled to. The best way out of the difficulty, as it now seems to us, is to so modify the judgment as to authorize either party, upon notice to the other, to apply at a special term for the appointment of a referee with power to receive, open and read all letters of the kind in question, with proper instructions for ascertaining from their contents their true destination and making prompt distribution thereof accordingly. The special term should fix the compensation of the referee, apportion the payment thereof between the parties and require them to comply therewith.

THE advertisements of the Pianola are worth study as specimens of exceptionally clear advertising writing.

In its January 20th issue the Chicago Tribune prints several pictures of portions of its coming building which will be begun on May 1st, and take a year to complete. The structure will cost about half a million, not including the quarter of a million dollars expended on additional machinery. There will be four stories in height upon a basement of two. Granite and terra cotta will enter into the composition. The foundations and the steel construction will be planned for the addition of other stories up to twelve, providing for a sixteen story skyscraper if it is desired in the future to make additions. The Tribune in the issue in question devotes two pages to the subject and apparently fails to exhaust even in that tremendous amount of space its amount of enthusiasm about its new home.

SOME ADVERTISING BOOKS.

WOONSOCKET, R. I., Jan. 23, 1901.
Editor of PRINTERS' INK:

I write to ask you if there is published anywhere a book giving headings which could be used by men whose business it is to write advertisements. I mean a book that furnishes texts or helps to those who sometimes want for an effective heading for an advertisement. Information thereon will be appreciated.

J. E. BROWN.

The following books you may find of interest:

Helps over Rough Places, published by E. J. Salt, care F. & R. Lazarus & Co., Columbus, Ohio, \$1; Advertising for Retailers, published by C. A. Bates, New York, twenty-five cents; Fifty Advertisements for Hardware Merchants, published by C. M. Doxsee, Algona, Iowa, fifty cents; One Thousand Catch Phrases and Ideas, published by Advertising World, Columbus, Ohio, fifty cents; One Hundred Ads That Have Paid, published by Star Publishing Co., Norwich, Conn.; One Hundred Shoe Selling Ads, published by Geo. R. Syfter & Co., 48 South Ninth St., Columbus, Ohio, one dollar.

Looking at the pages of "Bright Sayings" which appear in PRINTERS' INK occasionally should also help you in your present predicament.

REPORTING AND FRIGHTENING SOLICITORS.

Office of
THE SAFETY INSULATED WIRE & CABLE COMPANY.

NEW YORK, January 22, 1901.
Editor of PRINTERS' INK:

We recently subscribed to the New York Investigating Bureau, office St. Paul Building, City. We were induced to subscribe on the theory that there were so many bogus propositions for advertising abroad that if we subscribed to their service and would hang up their announcement to the effect that we were subscribers to the same, it would frighten away all such bogus representatives.

From the subsequent actions of the representative of this Investigating Company, who, as soon as contract was signed, was over anxious to get a check, we are led to doubt the efficiency and the reliability of this company.

Bradstreet refused to report on them, inasmuch as they are in a sense the same fraternity—a mercantile agency. We would be glad to hear from you as to the reputation, if any, that this company has in the advertising field, and any other information that you may be disposed to give us. Thanking you in advance, we are, Yours truly,

THE SAFETY INSULATED WIRE & CABLE COMPANY,

Per H. T. Richards.

The Little Schoolmaster upon receiving the foregoing sent one of its representatives to secure some information. Upon his return he reported as follows:

I called at the office of the New York Investigation Bureau, Suite G, twenty-fourth floor, St. Paul Building, and found it a very small office with a desk, a chair and a table. Mr. Gould, the manager, said his company was established to give advertisers information regarding all advertising schemes presented to them and prevent, as far as possible, the subscribers to the bureau from being imposed upon. Sheet marked No. 1 is a prospectus of the business and sheet No. 2 is one of the weekly reports sent to advertisers every Monday. There are two kinds of subscribers, those who have unlimited service, paying \$100 a year, and those limited to six inquiries a week, at \$25 a year.

I was given the New York Car Heating Co., 160 Broadway, and the Missouri Pacific Railway Company in the Western Union Building as references. I called at these offices. They told me that they were subscribers to the bureau because it gave them a very easy way of turning down solicitors and beggars who appealed to them for charity or advertising. They were unable, however, to tell anything about the responsibility of the New York Investigation Bureau.

SHEET NO. 1 (SLIGHTLY REDUCED).

We understand that you have been greatly annoyed during the past year by solicitations for advertising, charity subscription, biographical and newspaper

propositions. This evil has become so great, and the amount of time and money spent has assumed such proportions, that many prominent corporations, firms and individuals have expressed a desire for some relief.

The above bureau has a plan which has been widely indorsed and proven very effective, not only in saving money, but in keeping from the various offices objectionable professional solicitors. It consists of a weekly report containing facts and complete explanation of all schemes coming under our observation; as these accumulate scarcely a matter can be presented, but by reference to them, the proposition is exposed. Our official sign is hung in your outer office which states the fact that you are subscriber to the New York Investigation Bureau, and when seen by a prospective solicitor, informs him immediately that anything he presents will be thoroughly investigated by expert newspaper and advertising specialists, before you take any action—this usually causes him to retire, thus saving you many unnecessary interviews. The inclosed reference slips are used to refer solicitors to our office. An investigation will be immediately made on any special matter, not found on our reports, by communicating with our office by telephone or letter.

NEW YORK INVESTIGATING BUREAU.

NEW YORK, January 19, 1901.
SHEET No. 2, SIXTEENTH WEEKLY REPORT—PRIVILEGED AND CONFIDENTIAL COMMUNICATION.

SECOND BATTALION.

The attention of our subscribers is called to the efforts which have been made during the last two years to obtain money for the improvement of the Attorney and Ship Station of the Second Naval Battalion in Brooklyn. Professional solicitors are employed who receive a commission of 33 1/3 per cent—this alone is enough to throw discredit on the scheme. All information relative to the matter is refused at the headquarters, No. 52 Broadway. We respectfully suggest, should a call be received, that the solicitor be referred to this office.

HOTEL IMPERIAL.

Solicitations are being made for advertising in a souvenir book to be issued for the Hotel Imperial. Schemes of this character are usually conducted under the auspices of professional advertising men who present the souvenirs free of charge to the hotel when completed. The names of merchants doing business with the hotel are secured and they are made to stand and deliver when the solicitor calls. Our reference slips should be used in a case of this kind.

COLLEGE BOOK OF THE CORNELL COLLEGE.

Professional solicitors are asking for advertising in a book of Cornell College. We understand that the matter is in the hands of a professional promoter. Should a call be received, secure solicitor's name and notify this office.

KNIGHTS OF LABOR NO. 220.

A person claiming to represent the Knights of Labor No. 220 is soliciting advertising for their annual report of

1901. This book has always been published by a well-known promoter named McKinley, who pays a small amount for the privilege. He employs solicitors at a large commission, who claim to be members of the association out of employment.

ABOUT CALENDARS.

Office of
TRUE & TRUE COMPANY.
CHICAGO, January 10, 1901.

Editor of PRINTERS' INK:

Last year we issued an illustrated comic calendar, primarily with the idea of having something entirely different from anything we had ever seen in the shape of a calendar. Every one of the so-called advertising journals that noticed the calendars at all roared them or dismissed them with a line or two. Of the papers issued, only two trade papers indorsed them and predicted that they would do us good. When they were mailed they were most enthusiastically received, and we had very friendly letters from hundreds of dealers who had been on our mailing lists for some time, but from whom we had never heard before, and most of those dealers who were not customers of ours gave us more or less business during the year past. This year we have ventured to repeat the "horrible idea" as we have had many requests that we should issue another comic calendar, and we are already receiving many acknowledgments of the most friendly tone, even from dealers who have not as yet become customers. In spite of the expressed judgment of the so-called advertising critics a year ago, our 1900 calendars were by long odds the most profitable advertising we ever put out, and it has opened my eyes to the fact that many of the advertising critics in whose judgment I had previously placed much confidence were more theorists than practical men, and I am free to say that in judging of advertising matter in a number of cases, the judgment of the men on a couple of trade papers published in Chicago is head and shoulders above that of any of the critics who write for what are known as "advertising periodicals." Of course, this would not always be true, but it was the case, not only in the matter of 1900 calendars, but also in a number of other matters of which I have known. This is merely by the way and rather as a friendly hint than anything else.

J. W. ADRIANCE,
615 W. Monroe St.

The True & True calendars are good in several ways. They are large enough to be seen. They are comic enough to invite a closer inspection to ascertain just what's the joke. Who looks at the calendar at all will see that it advertises doors and claims that they are good doors. Who are interested in doors are likely, therefore, to note that these advertised are

made by the True & True Company. The assurance is given that the calendar was effective. It looks as though it might be. The Little Schoolmaster always has use for half a dozen calendars for home and office, but does not at this moment recall the name of the person that has issued any one used during the last half dozen years. It does have an impression, however, that one or more came from an insurance company, has no idea what company. Also has an idea that the best calendar that ever came to the office was issued by a Philadelphia advertising agent named Ayer. Hasn't seen a copy in recent years, but understands that Ayer is now a bank president and capitalist.

DISHONESTY ADVOCATED.

A flat rate, putting the local and foreign advertiser on an equality, would go far toward a more profitable business, as well as dignifying local journalism, thus setting every advertiser on an equality, with the assurance that his competitor is having none the better of him.—*Mansfield (O.) News*.

I am convinced that only in a minority of cases is it feasible to "put the local and the foreign advertiser on an equality." Most of my readers must be aware that there are many papers, among both dailies and weeklies, for which, owing to circulation as well as to location, it is possible to secure better prices for space from the "foreign" advertiser than from the home patron. How many small city dailies are there that are absolutely dependent on general advertising in order to make ends meet, and which therefore accept the best figure they can get for business from a distance, even though it be less than they ask from home advertisers? Then, if it be held that such a practice is unfair, plenty of instances can be pointed out in other lines of industry where similar discrimination is made.—*Newspaperdom*.

Newspaperdom sets itself up as a teacher of newspaper men and doubtless has some influence, all of which is bad, as is illustrated in the position taken in the paragraph quoted above. For the editor of *Newspaperdom* to read the *Mansfield News* may do him some good, but for the editor of the *News* to read *Newspaperdom* will tend to make him tired or wicked.

THE honest merchant makes his advertising honest.

THAT ADVERTISING TRUST.

In PRINTERS' INK for December 26th space was given to the following statement:

Among the papers represented by the Armor-Bowen Co. of Baltimore are the following variously credited with from eleven hundred to twenty-two hundred circulation:

Annapolis, Republican	1300
Cumberland, Alleghanian	2000
Westminster, Advocate	2200
Elkton, Cecil Democrat	1350
Elkton, Cecil News	1100
Oakland, Republican	1150
Bel Air, Hartford Democrat	2000
Bel Air, Times	1300
Havre de Grace, Republican	1600
Ellicott City, Times	1250
Ellicott City, Democrat	1250
Chestertown, Transcript	1500
Centreville, Observer	1650
Centreville, Record	1650
Crisfield, Times	1550

Referring to these, the editor of the American Newspaper Directory says that if the Armor-Bowen Co. can show that any one of them actually prints an average edition of so many as a thousand copies he will reward the Armor-Bowen Co. for the information by presenting a copy of the latest issue of the American Newspaper Directory and will give an additional copy for the second, third and so on for every one of the papers named that shall be shown to really print so many as a thousand copies regularly.

This publication elicited several responses. One threatened a libel suit, another offered to bet on conditions common in circulation controversies, but none offered proof that any paper mentioned actually did or does print so many as a thousand copies regularly.

A possible explanation of the reticence of the alleged Armor-Bowen Company is found in the Belair (Ind.) *Democrat* of January 11, as follows:

The Armor-Bowen Company has adopted the *Democrat's* suggestion and advised PRINTERS' INK and its publishers, if they will withdraw their dross and put up their gold they will furnish proof of the circulation of the journals represented.

It is hardly likely that an "advertising trust" representing papers that do not print the editions that are claimed for them will ever control sufficient advertising patronage to make anybody very rich. If it is true that the papers named do not have the circulation attributed to them it is the most natural thing that there should be more or less hesitation about acknowledging the fact.

MAKING FRIENDS OF DRUG-GISTS.

Mr. H. L. Kramer, of the Sterling Remedy Company, of Chicago, Ill., sends forth a fac-simile of a check which was handed to the treasurer of the National Association of Retail Druggists on Jan. 11, the occasion being a banquet tendered by the Sterling Remedy Company to the officers and executive committee of the N. A. R. D. The history of the check is printed on the back of it, and Mr. Kramer thinks that the donation of so large a sum for the purpose of encouraging offensive and defensive organization among the retail drug trade marks the beginning of a new era, and indicates more forcibly than anything that has yet occurred that the different branches of this business are going to co-operate for a common end. The "history" follows:

The National Association of Retail Druggists met in annual convention at Detroit, September 11 to 14, 1900. Present as a delegate from the Proprietary Association of America was Mr. Kramer, of the Sterling Remedy Company, manufacturers of Cascares. Mr. Kramer noticed that the N. A. R. D. was principally hampered in its development by lack of funds, and on Friday, September 14th, he made the following proposition to the convention:

The Sterling Remedy Co. will donate \$1 to the treasury of the N. A. R. D. for each order amounting to ten dollars or over, net, all discounts and rebates deducted, received from retailers within 60 days after this offer is sent out, on special N. A. R. D. order blanks, which will be prepared for this offer, prices, terms and rebates to be the same as now, all orders to come through the list of jobbers accepted by the N. A. R. D. No one firm or druggist will be allowed credit for more than \$1.

This was unanimously accepted amid enthusiastic applause. The Sterling Remedy Company got out a circular embodying this offer, and mailed the proposition to every retailer in America on October 15, 1900, notifying them that all orders under this offer must be in the Sterling Remedy Co.'s office on or before December 20th. After all orders were checked, and detail cleaned up, there proved to be 4,342 orders on file, entitling the N. A. R. D. to the check for \$4,342, of which this is a fac-simile.

SOME people say that advertising is all lies, but these same persons usually prefer to purchase goods from people whose names are familiar to them.

DATA FOR EDITORS.

The Pan-American Exposition, in sending out its latest booklet, forwards with it the data below. If adwriters were supplied with such brief collections of facts, they would often be able to write better advertisements:

16 pages and cover.

Cover of heavy weight stock of fibrous quality.

Panel embossed upon the front to contain miniature reproduction of Mrs. Charles Cary's poster, "Spirit of Niagara."

Back embossed with the Exposition Emblem, by Raphael Beck, Buffalo.

Inside pages in two colors, a deep green and light sienna.

A half-tone engraving of some building of the Exposition at top of each page.

Margins given to vignettes from pen drawings descriptive of exhibits, architectural decoration, sculpture and landscape bits contained within the Exposition.

Two illustrated pages given to Midway attractions.

Matter, a collaboration of Mark Bennett, chief, and E. L. Lewis, of the Press Department of the Publicity Bureau.

Arrangement selection of illustrations and supervision of the printing by F. F. Helmer, designer for the Publicity Bureau.

Gies & Co., Buffalo, lithographers and printers, are responsible for the original plan and the mechanical production of the booklet.

The mailing envelope contains the same miniature poster upon ground of interwoven lettering, which covers front and back.

BY LINE OR INCH.

The agate line is no longer the basis of calculation. It has passed out, along with "squares," on the adoption of the more modern per inch flat rate, which is much preferable.—*W. S. Cappeller, Mansfield (O.) News.*

It is quite impossible, at this day, to do away with the agate line as a unit of measurement in the purchase or sale of advertising space. Instead of its general use having "passed out," the fact is it is more universal and more completely established than ever.—*C. S. Patterson, editor of Newspaperdom.*

The inch prevails with papers of small issue and flexible rates. With the great papers having a flat rate the charge by agate line is almost universal. PRINTERS' INK sets advertisements in pearl counting fifteen lines to the inch.

THE cover of *Frank Leslie's Popular Monthly* for February is well worth an appreciative look.

THE QUESTION OF CIRCULATION.

Do not be deceived by the idea that all circulation claims are bogus. It all depends upon who makes the statement. If you go into a little poorly furnished 7x9 room and find that to be the office of some paper claiming an unheard of circulation th's one thing; but if you come to Augusta, Maine, and find great brick printing houses with hundreds of thousands of dollars invested in plants and in machinery, that's another. Remember that the papers of *Lane's List* have been established 30 years and have publicly proved circulation every month. They make a standing offer to give \$2,500 reward to any advertiser proving a single over statement or deception in their promises or proofs of circulation.

The time to advertise most successfully for mail-order trade is from October to June. No better months than those three now coming. The papers of *Lane's List*, which meet every requirement for mail-order papers, close the month's forms on the first day of each month. You can place your announcement in 720,000 homes at the least cost by using them.

Lane's List reaches 720,000 families that buy through the mails. Address all correspondence, *Lane's List*, Inc. Augusta Maine.

The editor of the American Newspaper Directory is able to secure what seems to be satisfactory evidence that about a million and a quarter of copies of *Comfort* are mailed monthly at the Augusta postoffice, and fully a million and a half of the papers that compose the combination known as the Vickery & Hill List, but that the output of the so-called *Lane's List* comes so near to three-quarters of a million as is claimed in the circular quoted from above, the Directory editor has never been able to get any satisfactory assurance from any

one competent to convey the information and willing to sign his statement with a pen.

PHILIP D. ARMOUR.

The following five rules are said to be the ones upon which Philip D. Armour believed his success to be due:

Good men are not cheap.

Capital can do nothing without brains to direct it.

No general can fight his battles alone. He must depend upon his lieutenants, and his success depends upon his ability to select the right man for the right place.

There is no such thing as luck.

Most men talk too much. Much of my success has been due to keeping my mouth shut.

TELEPHONE PUBLICITY.

A Western newspaper man has convinced the manager of a telephone company that newspaper advertising could be made to pay the telephone company. The plan was tried a year and the increase of the telephone business was unprecedented. Many of the new subscribers said the persistent advertising in the newspaper had convinced them of the value and economy of the telephone.—*Advertising World*.

ONE OF TWO EVILS.

Poet—I can't pay my subscription, but I'll write you a poem for each issue of your paper.

Editor—Thanks; we don't mind losing the price of one subscription, but we do object to losing our entire circulation.—*Truth*.

BOSTON PUNS.

Why is an editor like an example in arithmetic?

His duties consist of addition where needed, subtraction when case is overstated, multiplication when known facts are missing and division when the correspondent forgets his punctuation.—*Boston Globe*.

A good many business men fail because they devote their time to trifles which a small boy could attend to at \$2.00 per week.—*Boyce's Hustler*.

GEO. P. ROWELL & CO. ADVERTISING BUREAU
keeps on file the Leading Daily and Weekly
Papers and Monthly Magazines; is authorized
to Receive and Forward advertisements at the
same rate demanded
by the publishers, and
is at all times ready
to exhibit copies and
quote prices.

At This Office,

10 Spruce St., New York.

LARGE SPACE IN BEST PAPERS.

Large space in the best papers pays best. Smaller space in a large number of papers brings fewer replies and costs more money. A page or a half-page in the most expensive mediums has proved over and over again a profitable investment. Advertisements sufficiently large to attract attention and to impress the reader with their importance have everything in their favor. They rivet the reader's attention. The space permits setting forth the selling argument of the article advertised to the best advantage. There is magnetism in the advertisement that has sufficient self-confidence to use all the space it needs. There is the opposite effect from an advertisement which crowds itself into meager space. This general statement does not apply to the small, classified advertising that has proved so useful in selling articles that cannot be profitably advertised in extensive space.

However, the argument that it pays best to use only the best, concentrating upon a few, rather than scattering among many, applies as much to the small advertisement as to the large one. The man who has \$500 or less to spend will get better results from two or three papers having a combined circulation of a half million or more, than from a long list of periodicals whose chief argument is that they are cheap.

The firm that has \$1,000 or \$10,000 or \$50,000 to spend, will find that every dollar of its total ex-

pendediture will be more or less affected by the list of mediums selected. By using the best only, replies will average many to each medium, and at the smallest cost the whole appropriation will prove profitable. If the best be used in connection with those that are not the best, the number of replies will be fewer and the cost per reply will be greater. When poor mediums are used in connection with good ones, the good have to offset the poor ones, the general average cost thereby increasing, and the general average returns being diminished. Some prominent concerns have stopped advertising because they used too many mediums that did not pay.—*Phelps Publishing Company.*

BROKER AND BROKER.

The advertising agent who is merely a broker with his office in his hat and has no idea beyond getting his "rake-off" cannot be of the slightest value to any advertiser, but the conscientious, faithful service and advice of the advertising agent of long experience backed by a world-wide reputation and ample capital is of the utmost importance to any advertiser, large or small, and with such service the small advertiser seldom fails to develop into the large one with a large bank account.—*Morse's Agate-Rule.*

MAIL ORDERS IN SUNDAY PAPERS.

I learn that mail order advertisers are getting better returns from the Sunday editions of the leading newspapers than from the magazines. The magazines have been overworked on the mail order business to a large extent. Some magazines will pull very well, but when the cost of advertising is deducted there is nothing left for the advertiser. Many Sunday newspapers throughout the country bring fair returns to mail order advertisers.—*adviser.*

*Advertising Manager Indianapolis Press,
City.*

Dear Sir—The cigar advertising we have done in *The Indianapolis Press* is very satisfactory. An institution, built and founded as your paper, becomes a valuable advertising medium.

Very respectfully, A. KIEFER DRUG CO.

Wholesale Druggists.

PERRY LUKENS, Jr., Eastern Representative, Tribune Bldg., New York.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Mr. J. H. Simpson, of the *Daily Ledger*, Birmingham, Ala., sends me a number of good shoe advertisements, two of which I reproduce below. The scheme for trade bringing which is outlined in the first of these is not particularly new, but I believe that it is quite effective where it has not been used before. It is just far enough removed from a real gamble so that it is not likely to drive anybody away, and yet has in it the element of chance, which is so attractive to many people. This sort of thing is a good thing to do once in a while, but I believe it may be easily overdone, and that too many schemes of this kind will do more to discredit a store than to help it. Entirely aside from this rather attractive proposition of refunding money, Mr. Simpson's shoe ads are very good, and ought to sell shoes at any time without the aid of anything of this kind.

Think It Over

We propose to give the entire amount of one day's sale this month to our customers.

Our plan is this: At the beginning of our offer—Friday, January 4th—there were 24 sales days until January 31. On the morning of February 1st, 24 tickets corresponding to the 24 days will be placed in a box, and one ticket drawn. All who made purchases on the date shown by the ticket thus drawn will have the full amount of their purchase refunded. Whether your purchase be \$1 or \$30—the amount will be refunded promptly.

Isn't it doubly worth your while to buy shoes this month at Cox's?

The "Kox" \$3.50 Shoe for Men

No greater evidence of the popularity of this shoe can be given than the fact that we have just received the fourth large shipment of these shoes since the opening of this store just two and a half months ago. The "Kox" shoe is shown in every leather and toe that are found in higher-priced shoes. Patent leather, box calf, Vici, enamel and velour. Single or double soles, drill or leather lined. This we know: The "Kox" comprises all that the average man desires in style, fit, finish and durability.

For a Clothier.

It Pays To Lose

sometimes. Business gains usually entail a sacrifice somewhere. It is so in all merchandising—it is so here.

Willing you should have the splendid tailor-made ready-for-wear overcoats here at a good deal less than the usual price, simply to save us the expense of carrying them over a season.

The \$25 and \$28 garments—high grade as the tailor's double-priced overcoats, \$17. The \$15 overcoats \$10, the \$10 coats \$6.

It isn't as if you had to put them away at once for next winter; three months yet before you can do that—wear 'em that long and have a new garment for next season.

Says its Say and Then Stops.

Flowers

of all the popular kinds have blossomed out here, ready for duty at January weddings. Choosing flowers for brides is easy here; I have a splendid stock to select from. And prices throughout are pleasantly put. Floral decorating a specialty.

Cut Prices and a Plausible Reason for Them.

Save a Third on Couches.

44 couches that we don't want to show on the stock sheet — floor samples that have served their purpose.

26 are all-hair stuffed, 30 in. wide, 78 in. long, covered with figured velour, five rows of tufting, full spring edge, deep fringe around base; were \$18—now \$12. Put these in library or sitting-room.

18 are box couches, handy space-savers, just right for den or bedroom. With a lid, you know—roomy place for dresses, etc.; they have self-opening adjustment; 39 by 72 in., covered with fancy striped and figured denims, lined inside; were \$12—now \$8.

A Good Idea for any Stationer.

Pictures Framed at Home.

There are lots of people who do not know how easy it is to preserve and frame for home adornment, the many artistic pictures one comes across these days. In some of the magazines one sees reproductions of the world's masterpieces, which mounted and framed with glass and binding are in good taste, fit ornaments for any room in your house.

It is easily done.

We have everything needed, at our camera department.

Passé-partout outfits, 25 cents each.

Passé-partout bindings, 10 cent roll.

Rings to hang up by, 3 dozen 13 cents.

Passé-partout cards, in gray, brown and green, for mounting pictures.

6 1-2x8 1-2, 15 cents doz.; 8x10, 18 cents doz.; 10x12, 33 cents doz.

For a Livery Stable.

You Look Like Somebody

— when you are holding the reins on one of the many good horses you'll find in this livery stable.

Every horse has got the "go" in him and the carriages are all stylish. Come here next time.

For Store Lining.

25 Cents

will replace the old, wornout bricks in your range or stove with a fire wall, that will in most cases last as though you laid two, three or four times as much for new bricks.

Ask us for H. W. Johns Co.'s asbestos stove lining—25 cents a package. It's easily applied—wet with water, apply with trowel or wide knife, let it stand over night and it's all ready for the fire. No perplexing waiting for the bricks to come, no danger of burning out an over plate while you're waiting for the bricks.

Here's the Refreshing Spectacle of a Gas Company Actually Giving Something to the Consumer.

FREE

A Bulldog

WRENCH.

Only one to a consumer. Just what is needed to take off a gas burner. Call at the office and get it. Then keep your Welsbach burners in order and get a 6-candle power light for 6-10 of a cent per hour. When a new mantle is to be put on, unscrew the Bensen tube from the fixture and knock the dirt out of it. Clean the three small holes in it with a needle, taking care not to enlarge them.

If your gas lights are not giving satisfaction send in your complaints to the office. It won't cost you anything.

If you are not lighting with gas you are not using the cheapest method of lighting.

Ought to Sell Sweaters.

A Good, Warm, Well-Made Sweater.

For man or boy they are just the thing. Made of good strong yarn, in colors to suit, in shapes to please. For cycling, skating and sports in general they are almost indispensable. Their great value is never thoroughly understood until you have one. You wonder why you never had one before. Buy one and learn for yourself its usefulness.

From 50c to \$4.

The man who wrote this ad started out to make a good one, and he came very near to accomplishing his object. He made one error, I believe, when he slurred the department store kind of stoves. While department stores do sell stoves that are hardly worthy of the name, they also sell just as good stoves as the exclusive stove stores. I doubt whether there is anything gained by making such reference to the department store; but the mistake which makes this ad almost ridiculous is the shouting it does about bargains, with never a price as proof. I believe it is a pretty safe rule never to mention bargains in advertisements without producing some sort of proof that you have them. A lot of indefinite talk about cut prices is very unsatisfactory, and it does not cost a cent more to print prices.

Some Parlor Stove Bargains

Not the department store kind. We have made a big cut in the price of a score of good parlor stoves.

We haven't the room nor the inclination to keep them over till next season, and so we adopt the most practical method we know of to insure a quick departure.

We cut out all our profit and part of the cost and say to you pick out the one you like best—you can't make a mistake for they are all good.

Brief and Business-like.

Two Big Egg Bargains.

Thank "The Busy Corner" for the early drop in eggs—we cut them first, we'll create another egg sensation tomorrow.

We will sell new laid eggs, guaranteed strictly fresh, for 25 cents a dozen.

Monday morning we will start in to sell 200 cases of cold storage eggs at 15 cents a dozen—other people were asking 25 for these eggs yesterday.

Isn't that a big bargain for this time of year—fresh cold storage eggs, mind you.

Excellent Argument.

The Right Kind of Plumbing.

The plumbing "that's done right" in the first place is the plumbing to get.

It is better to slight any and every feature of the house rather than the plumbing.

Many times the plumbing rents or sells the house and no man building a house can afford to take chances with inexperienced plumbers.

The "right" plumbing is the cheapest plumbing in the end, and that's the only kind we do here.

We have been in the business since 1876, and we can point with pride to many a plumbing undertaking that is giving unlimited satisfaction to-day.

Plumbing worries vanish here like snow under a summer sun.

For a Pool and Billiard Room.

Our Ten Tables

for pool and billiards are good enough for the best players in Hartford. In fact experts say that they have no equal in the city. Pretty strong indorsement, but a fact nevertheless.

Popular prices and a strictly gentleman's resort.

Cites Large Contracts as Proof of Ability.

Perplexing Plumbing Problems

will find here a prompt and capable solution, even though they may be as unimportant as the mending of a bursted pipe or a leaky faucet; and we can solve your problems in an equally satisfactory manner if they are as important as those involved in the plumbing and heating of the new court house, or the Sanford residence, both of which contracts were awarded to us.

No one hereabouts can offer you equal facilities, as skillful a working force, nor so large a knowledge of all that is latest, best and most economical in sanitary plumbing methods and materials.

*One of the Nicest Ways to Sell Butter
is to Print a Price.*

One of the Nicest Ways to Buy Butter

is by the tub, and more people are finding it out all the time.

You get a good tub of butter and you are sure of good butter till it is gone.

St. Albans butter comes in 10, 20, 30 and 50 pound tubs—meets most any family's needs.

And it's a little cheaper that way.

The ads of the Public Market, of Hartford, Conn., are among the best that come to my notice. They handle the most commonplace subjects in a very interesting way and almost invariably point their arguments with pulling prices. Here are two examples, and I am going to reproduce more of them in coming instalments of this department.

Stringless Beans

These are string beans without strings—very small, very tender and very tasty.

They were plucked from the vine in the juicy tenderness of youth. They are beans of the first grade—no strings to tangle in your teeth or stick in your throat.

No mastication is required—they dissolve in the mouth.

These canned beans have always sold for \$1.10 a dozen cans—and sold well, too.

We have cut the price to give you a Monday bargain; to-morrow 7 cents a can, 80 cents a dozen.

To make the inducement to trade here Monday greater we will cut the price of Franklin brand of Sweet Corn from \$1.10 a dozen cans to 80 cents.

It's fine corn and the reduction is genuine—single cans 7 cents.

Our regular 17-cent pure coffee will sell for 15 tomorrow, and it's a big bargain—roasted and ground on the spot—try a pound.

Fancy Baldwin apples at \$3 a barrel is almost as big a bargain as a dozen thin skinned lemons at 12 cents.

Hamburg Steak

Get right down to hardpan thinking and where is there a market in this town that has the facilities and the choice beef trimmings to put into Hamburg steak? We make up our stock fresh five or six times a day, and it's the best for the money that you can find, 10 cents a pound. Here are some prices for good quality goods:

Home made sausage—finest in the land, per pound, 10 cents.

Fine Island oysters—as good as any and better than most, per quart, 35 cents.

Pure Mexican coffee—we have it ourselves—it's the best, per pound, 25 cents.

A really good Oolong tea—you'll like it, per pound, 35 cents.

We are headquarters for city dressed poultry—we kill it by the most modern method.

Furniture.

It's in the Window

Take a look in our South window and see the dining room set we are offering at \$23.75. It's a generous set too, sideboard, extension table and six chairs.

It's a bargain at \$23.75.

A Trade-Winning Scheme.

Dresses: Cut, Fit and Basted Free.

For one week, beginning Monday, we will make this unparalleled offer. We will cut, fit and baste without any charge whatever, dresses or skirts, the material for which is purchased in our store. Arrangements have been made with modistes from the East to do this work for us. Mesdames Beane and Cook, who have a number of years been established in Boston and New York, but who have recently moved to this city will do the cutting, fitting and then baste up the garment free of any expense to you. This is a proposition that has not been made to the ladies of Grand Rapids before, and is one that will appeal to them as a good offer to take advantage of. Evening gowns and wedding outfits are a specialty with us for next week. The fitting rooms will be in our cloak department on the second floor.

An Early Bird.

Spring Opening 1901 of Sheer Summer Stuffs

in dainty white and printed wash materials. You know where our white goods counter was located last summer (in new annex, where blankets and comfortables have been selling this winter). We have again made it headquarters for all that is desirable in delicate white, and the finer printed wash goods so much sought after for summer wear. Among the many desirable stuffs note the dainty dimity display, first signs of spring.

Yes, ready for your viewing here on Monday. You will find our new 1901 dimities real Irish goods, imported by ourselves, an array of bewilderingly beautiful patterns and colorings.

There is no other sheer summer material so dear to the feminine heart as these same dimities. There is no better time than now to get best choice of the lot, and no better time than the dull winter months in which to make up the sheer airy gowns and waists that will be needed later on. The price, 25 cents a yard.

Seasonable and Convincing.

Celery Rock and Rye.

Here is a good, old fashioned remedy for bronchitis, coughs, cold or any inflammatory trouble with the throat.

Probably your grandfather used it and your father, and probably it cured them.

At any rate we sell a lot of it—and people say it is the cure that cures.

Full quarts, \$1; pints, 50 cents; half pints, 25 cents.

Turkish Baths.

Knocked Out.

That's what happens to chronic complaints of rheumatism after encountering a few Turkish baths. Better than drugs in every way, and less costly.

We give Turkish, Russian, shampoo and needle baths at a nominal cost. Ten private sleeping rooms.

Good.

High Cut Shoes for Men

are the very excellence of footwear for this season of the year. They keep the feet and ankles warm and act as a fine support, when used as a skating shoe.

We are showing a special line of high cut shoes made from box calf leather, leather lined, and having a heavy double sole. They sell for \$3.

Better to take One Suit and Tell Something About It.

All of Us

have to wear clothes. To get the right kind of clothes at the right kind of prices is the question.

First class quality of clothes, trimmings and workmanship, our \$10 suits for men, \$8 suits for youths and \$5 suits for boys are the kind careful, economical and well dressed people are buying.

For Sleighs.

Be Prepared For Sleighing

It's rather late we know, but when the snow comes again in all probability it will come for fair.

And when it does come, we want you to be prepared to come straight to the big carriage repository and pick out for yourself a sleigh.

It matters not what kind you want, you'll find it here and at prices lower than elsewhere.

For a "Clean Up" Sale.

This, the last week of January, is usually our week to take stock.

Stocks are so large that we must sell them down—and take the inventory a little later.

Price is the only thing to force a sale—that's what we're doing it with.

Prices on medium to finest goods down below any ever made since the store's existence.

Note some examples—but it's not anything like a hundredth part of what will be emptied out of boxes and shelves and sold this week.

THE SCIENCE OF THE PRECISE MOMENT.

By Jas. H. Collins.

Advertising is a distinctly modern force. Its laws and possibilities are only beginning to be understood by those who seek to define its scope, and, like all newly-found energy, it is bound to be misdirected and wasted while these laws are being studied. By the potent art of arithmetic, however, it is steadily being brought to an economic basis. While the columns of every periodical in the world are filled with wholly useless advertising matter, the wiser ones in this new field are, by keys, circulation averages and results, determining the range and power of this unknown force and learning to use it more accurately.

Diligent study of one's particular field is the pith of the matter. Each advertiser has a certain class of people to reach—a class belonging to him alone—and good advertising consists in reaching it to the exclusion of all individuals who do not belong to it. The corset maker's ads cost him so much apiece, and he must aim to pay for none that will be read by men only; the instalment furniture man must buy no space in *Town Topics* or the *Dramatic Mirror*, nor can the bookseller exploit scientific works among the negroes of the Southern States. These random instances roughly indicate lines that must be adhered to with great nicety in space-buying. Beyond them lies a science that is even less known and reckoned with—the science of the precise moment.

Even though the advertiser has succeeded in singling out each person in the population whom he can talk to with profit—he has caught the attention of every possible customer without wasting space upon unlikely individuals—he has not exhausted the possibilities of careful placing. There is a definite month in the year or a certain day in the week when his public is most ready to read and consider his propositions. This precise moment hinges either upon his business or upon the temper of his public. He may be a butch-

er in a factory town where the bulk of the inhabitants are paid every other Saturday. In such case that pay day must be marked with a red cross and his whole campaign must be made to center upon it. It is a goal. His ad in the local papers can shrink to a couple of inches during the "off" week, but for the week which is to end with his precise moment he must feature cuts, roasts and steaks in a way that will bring people to his shop directly after they have received their envelopes. At no other time will they be so ready to buy. Even though they run an account and can be impressed favorably by his ads they will not spend so freely during the "off" week. For the possession of a half month's pay works a subtle change in his customers, and they will be bent upon a certain degree of extravagance—will even squander a dime or two upon the street fakirs. The impulse to spend is an inexplicable one, but it is strong.

So with all lines, large or small. Many advertisers have definite seasons for exploiting goods. Overcoats are not sold in summer, nor lawn mowers in winter. The precise moment in such trades is more easily defined. But every single business under the sun has its precise moment, and the advertiser who would use space most profitably must take it into account. It is a heart beat, regular and vital. The people who are eating corn bread to-day will want self-raising pancake flour to-morrow; the "smart set" which patronizes the opera in January will be considering trips to Europe in February; the man who reads Carlyle's "Life of Frederick the Great" this winter will want a paper-back novel next summer, and the school children change from tops to bean blowers by the same rigid law. The very doctor and undertaker have precise moments. Therefore, all advertising that is placed along modern lines must take this human trait into its scheme, for the trend of the best advertisers is toward elimination of unprofitable space, and no space is certain to bring a profit until one knows whom it is reaching—and when.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$60 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own pianos or organs—the sign of a refined and well-to-do home—and are naturally mail order buyers. 150,000 at 60 cents flat. **W. B. CONKEY COMPANY**, Chicago, Illinois.

MAINE.

We are so well satisfied with our ad in this column for the past year that we will try it again. It has got us a special agent, for one thing—**S. S. Vreeland**, 150 Nassau St., New York—who gets us contracts. He's a good one—see him. COURIER-GAZETTE, Rockland, Me.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. It is directed entirely upon advertising matters as of value to intelligent advertisers as being that of a recognized authority.—Chicago (Ill.) News.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year, including postage, classified \$25 cents a line each time, display \$50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

Australia, New Zealand, India and South Africa form a very large part of

GREATER BRITAIN

GORDON & GOTCH place advertisements throughout these vast territories. 15 St. Bride St., London, Eng.

Patent for Sale of the greatest popular novelty of the age.

WORDEN'S PHONOGRAPH TOP

A most pleasing scientific toy for young and old. Plays any tune; spins seven minutes. Simple, novel, fascinating. A child can spin it. Will sell patent outright or on royalty to firm with capital to push it. Particulars as to large profits, etc., to responsible parties on request. Address, WORDEN & WHITMAN, Mrs., Ypsilanti, Mich.

Wanted First-class Job Compositor.

Permanent and congenial position in a beautiful town of large size near cities. Pay every Saturday. Apply by letter only, stating qualifications, wages wanted, and sending samples of work if convenient.

THE DANVERS MIRROR,
Danvers, Mass.

THE LAKESIDE MAGAZINE

WILL BRING YOUR TRADE BEFORE

over 12,000 of the highest class people in Ohio, Northern Indiana and Southern Michigan. It represents the Lakeside Assembly, the Chautauqua of the Middle West. Progressive and well-to-do clientele. Sample copy sent on request.

THE LAKESIDE MAGAZINE,
ELYRIA, OHIO.

\$2

More than ten years' practical experience as a printer, reporter, editor and advertising specialist (including two years with the most prosperous advertising agency in New York City) should certainly make my opinion and advice worth two dollars to any advertiser who wants to strengthen his advertising literature. If you believe that two good heads are better than one, send me two dollars along with your booklet, or catalogue, or form letter, or circular, or current advertisement, or other piece of advertising matter, and I will tell you how to make the next one more comprehensive and stronger.

HOLLY CORBIN,
253 Broadway, New York.

Results !!

Are you satisfied with the results from your present advertising?

Are your circulars and booklets satisfactory?

Don't you think they could be improved—in the matter, the style, the display, the printing?

Is your office stationery all it should be—is it sufficiently neat and attractive?

If you are dissatisfied you surely need my services.

I write, display and print advertising literature of all kinds and have built up an international reputation for excellent work.

I have the "knack" of doing it just the right way—the telling way—the profitable way. No fancy frills or flowery language in the ads I write, but plain money-making, business-getting arguments.

The best writing, best type, best printing—producing the best results.

Tell me once—you'll be sorry you didn't know me before.

Write for my free booklet, "Have You Got Hold of the Right Printer?"

WM. JOHNSTON,
MANAGER PRINTERS' INK PRESS,
10 SPRUCE STREET, NEW YORK.



The Scranton Truth

An Independent Afternoon Newspaper.

Circulation over 16,000 copies daily. Printed at its own building, with its own linotypes and Western-type printing presses. Population of Scranton 102,036. THE SCRANTON TRUTH's circulation is mainly among regular subscribers at whose homes it is delivered by carrier.

BARRETT & JORDAN, Proprietors,
Scranton, Pa.

THE BAPTIST :: :: COMMONWEALTH

A Modern, Up-to-date, Religious Journal.

Now in its Eleventh Volume. It has absorbed several of its most worthy competitors, until it stands at the head in its field. It is progressive, aggressive, well edited, and just the sort of a paper that appeals to home and family. *

ITS TERRITORY.

Pennsylvania,	110,000	Baptists.
Connecticut,	26,000	"
New Jersey,	55,000	"
Maryland,	16,000	"
Delaware,	2,100	"

NOTE.

Philadelphia has 38,000 Baptists and 100 Baptist Churches.

For advertising rates, sample copies, etc., address

**THE BAPTIST COMMONWEALTH,
1420 CHESTNUT STREET,
PHILADELPHIA.**

Every reader of PRINTERS' INK should
have one of THE PATRIOT'S

**Handsome "American Beauty" Calendars.
1901.**

'Twill prove both useful and ornamental for the office or the home. Sent postage paid to any part of the U. S. on receipt of four (4) two-cent stamps. Order now, as the supply is limited.

**THE PATRIOT CO. (Art Department),
Harrisburg, Pa.**

60,000 Proven Circulation

No guess work. Detailed proof for over a year past on file with every leading agency and all directories. Any one can have it by the asking.

Garden and Farm

Believes twentieth century advertisers will demand known character and just such definiteness as to circulation as GARDEN AND FARM gives. There is no better or cheaper medium of its class. Ask any agency about GARDEN AND FARM, Chicago, Seed, floral, incubator, general and mail order lists should not omit GARDEN AND FARM.

The American Farmer Company, Pubs.,

Chicago, Ill.

Springfield, Ohio.

The Evening Wisconsin

BEST ADVERTISING MEDIUM IN MILWAUKEE.

In a recent case in court affecting the Evening Wisconsin, Mr. Geo. P. Miller, President of the T. A. Chapman Co., the second largest advertiser in Milwaukee, testified as follows:

"Now let me ask you that if at that interview of April 7, 1900, you said to Mr. Aikens that you considered the Evening Wisconsin a better advertising medium than any of the other papers?"

"Yes, sir, I did."

"Did you also say to him that for that reason you had always paid the Evening Wisconsin a higher rate per inch than the other evening papers, or words to that effect?"

"Yes, sir."

"That was true, was it?"

"That was true."

"That is true you said it and true you did it?"

"Yes, sir, and true I meant it."

"That was said in the presence of the three defendants, was it not?"

"Yes."

Youngstown, Ohio, Vindicator

DAILY:
10,000

SUNDAY:
10,000

WEEKLY:
9,600

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates address

H. D. LaCOSTE, Thirty-Eight Park Row, New York
SPECIAL NEWSPAPER REPRESENTATIVE.



500,000 COPIES MONTHLY

Guaranteed and Proven.

\$2.00 PER AGATE LINE.

Best of all the mail-order mediums.



250,000 Copies for March

Guaranteed and Proven.

50 CENTS Per Agate Line

POPULAR FASHIONS CO.
79 FOURTH AVE., NEW YORK.

The Goods and the Medium MEET:

You've heard folks say "*all will be well when they meet their affinity.*" There's an affinity between good goods and good mediums of advertising.

Featherbone is the best substitute for whalebone ever invented. TOILETTES is the best fashion journal in America, absolutely practical. The best designs illustrating the use of Featherbone are appearing in TOILETTES: what we can do for one advertiser we can do for another.

(Sample copy of TOILETTES free.)

THE TOILETTES Co.,
170 Fifth Avenue, 26 East 22d Street, NEW YORK.

Street Car Advertising.

An article may have merit and business enterprise successful. It yet remain in comparative obscurity because improperly advertised. If you have some article that could be used by that great majority of people who have hundreds of little necessities and luxuries to buy, the most profitable place to tell them about it is in the street cars.

Good systematic advertising is the only kind for any man to use. Keen business men who have this important branch of their business down to a science realize a profit on the cost of their ads many times over by the selection of the proper medium. The man with something to sell by advertising should insist on getting the best advertising service obtainable for his money. He decides between newspapers and street cars. Oftentimes he uses both. Newspapers attest their silent opinion of the value of street cars by patronizing them. All the magazines, and many of the newspapers have an epitomized card of their contents placed in the cars. Most papers reach a class—one class of the great general public—to reach *all* the classes by newspaper advertising, you must use *all* the newspapers. This costs a whole lot of money—many times more than you pay for street car advertising.

An advertisement in the cars appeals to the masses, and it is the great bulk of the common people, and not a select few, who make a

It is always better to impress the majority than the minority.

Using the street cars you employ one medium, pay only one price, and reach all the people—every class. It is the ideal place to tell the public about your goods.

The most successful national advertisers who have made an extensive study of the best means of publicity are represented in street car advertising. Its history is the history of these great business successes. Alert business men know they can create and increase business by forcible advertising—forcible advertising is street car advertising. A card in the cars has its value in being continually before a large number of people, who, for the time being, have nothing else to engage their minds, and they read the car advertisements. You read them—we read them—everybody reads them. Whether they want to or not. Any space is good, you are not one of a hundred or more but one of sixteen or twenty. If your advertisement is there the public will see it. It has first and last call on their attention, and like Marley's ghost, will not down. Whatever direction their eyes may turn these succinct and snappy worded cards are bound to come to view. The public reads, digests and remembers them.

The name Geo. Kissam is an accepted synonym for all that is best in street car advertising. This firm has the greatest number of

successful advertisers and does the largest business of its kind in the world. Without doubt they are the leading specialists in street car advertising, their entire time being devoted to improving that business, and watching the interests of their customers. Their system is so perfect that if an advertiser desired he could put a card in their entire circuit in twenty-four hours, and they could tell him the number of the car his card was in, its position in the rack, whether placed in one car or one thousand. In placing contracts they always give the advertiser a certain ratio of extra cars. An order for one hundred cars would mean that the ad would be placed in one hundred and ten cars. An ad placed with them means that the ad must be working, that is on the road in all the cars called for during running hours. When a car is laid off, or put into the shop for repairs, there is another one to take its place in the service of the advertiser. They control about the best list of America's leading cities, lines operated through the most prosperous communities in the United States and Canada.

There is always a right and a wrong way in advertising, one leads to success, the other failure. Time and time again men who have built up large enterprises thought that their business would carry itself without advertising. They tried the experiment, and found out after a few months of publicity silence that they were mistaken, and then they had to spend a lot of money to get back where they were before.

Fleisher's Yarns are known to everybody. Liberal advertising has made them so. The Fleisher people believe in street cars and their cards appear in all the cities throughout the country. The accompanying illustration will con-

vey an idea of their excellent advertising:



Aside from the charming home-like pictures of the woman and the cat this card attracts much attention in that the colors appear to be woven into the cardboard. It is a clever piece of artistic typography.

Every one is familiar with the well known sign of "Cascarets" and the saying "they work while you sleep." The long sweeping initial C with the sleeping woman clothed in diaphanous dress reclining gracefully within the curve of the letter makes an agreeable picture.



The courteous "please try Cascarets" is a pleasing way to recommend their use. These ads have appeared in the cars for a number of years. Space is used in all cities.

"Where it rains they reign supreme"—a neat play on words. The Boston Rubber Company's woman with the umbrella has elicited much favorable comment. Rubber clothing such as they advertise is something everybody uses. During the prevalence of



grip and kindred ailments the pub-

lic is advised by doctors and the press to wear overshoes and similar rubber clothing. Opportune advertising reaps the benefit of all this grip talk and the Boston Rubber Company's cards appear at the right time. This advertising is in many of the cars controlled by George Kissam & Co.

The Omega Chemical Company, manufacturing Omega Oil, is at present spending \$45,000 a month for advertising. They have double cards in 20,000 street cars.

Ayer is an old and familiar advertiser who sticks to street cars. His signs are always strong and direct. The one illustrated here is very striking.



Some people criticise advertisers who picture their face on goods and advertising. Douglas, the shoe man, Woodbury, the dermatologist, Dr. Munyon and Mennen of Talcum Powder fame are notable examples of this tendency. Yet none of these men do so to gratify an innate vanity. On the contrary they regard it as excellent advertising and believe it puts a barrier in the way of imitators and those who would trade upon another man's advertising.

People have come to think Mennen's the best and only Talcum Powder made. To paraphrase a well-known advertising line, "When baby is born we powder him with Mennen's Borated Talcum Powder."

Mennen is a large advertiser and his cards are to be seen in all the



car lines of the country. During the summer months he makes an increased bid for public favor, using more car space and making timely allusions to the beneficial effects of Talcum Powder to those suffering from heat and other warm weather troubles. The accompanying card is one of the many appearing throughout the country.

The Washington Shirt Company, of Chicago, do a large general outfitting business, and attribute their big trade to their excellent advertising. They began using the street cars some years ago, gradually increasing their space until now they carry cards in nearly all the Chicago lines. During the Christmas holidays they showed some excellent designs; the one we reproduce is a good specimen. The haphazard arrangement of the neckwear, cane, kid gloves and other articles makes an odd yet attractive card.



Heinz, the pickle man, is a firm believer in street car cards. "One of Heinz 57 varieties" has been made a household phrase by means of the attractive signs he displays in the cars. He is one of the largest advertisers in the country and his goods are known the world over. The illustrated card here-with is one of the latest and best.



One's mouth unconsciously smacks at sight of this man about to take some of the steaming beans. His contemplating smile of satisfaction is reflected in the countenance of

the passengers and judging by their approving looks they all know beans—Heinz' presumably.

Persistent and judicious publicity pays. The man who advertises spasmodically, betrays a zig-zag brain, and a poor understanding of the needs of his business. Keeping everlastingly at it is the only way to coax and secure success.

Alliterative advertising excites curiosity just as puzzles, peculiar words and other similar devices. The person who sees an odd word or sentence will study and try to pronounce it correctly and persevere until they have succeeded. And thus the advertising process goes on. The writer recently observed a number of car passengers gazing intently upward and noticed that their lips moved with peculiar rhythm and sameness. And no wonder! The F. P. C. Wax ad, using an adaptation of the "old and new way" idea, filled with tongue twisting W's was directly in front of them and they were trying to read it without making an error. The accompanying cut will give an idea of their trials.



Considerable money has been spent advertising this wax. Mr. Kissam placed the cards in all the New York State lines controlled by him.

If the railroads only knew it, the very best and the most rational medium for them to use is the street cars. It would pay them to use more space than they do, if only they will get up striking cards and tell the people, who will certainly read them, all the advantages their road offers.

Messrs. George Kissam & Co. have handled some of the largest contracts in railroad advertising that have ever been placed in the street cars and some of the best

railroads advertise continually in their cars.

The "Burlington Route" cards make a bold appearance and attract much attention. Briefly worded and to the point, neatly displayed and colored, they are a bright example of what railroads can do in this line. The one shown here is a good specimen.



The card of the Illinois Central is a clever bit of illustrated advertising, the cut of the hand with fingers inclosing the cities of Cincinnati, Louisville, Memphis and New Orleans, bringing them "within easy reach" is a particularly good idea. These cards are running in the Cincinnati and Chicago cars and, like the Burlington advertising, was placed by George Kissam & Co.



There are object lessons on every hand of the immense success of street car advertising. Up-to-date advertisers use the car system, and intelligent buyers patronize up-to-date advertisers. A prominent advertiser in answer to the question "Does street car advertising pay?" sums up the matter thus:

"Does car advertising pay me? Well, I guess yes; what do you suppose I continue it year after year for, if it doesn't pay. Rest assured I'm not paying out money for the fun of the thing."

After all is said that can be said, there remains so much unsaid that, if you are interested in the subject, we would suggest a talk with George Kissam & Co., at their office, 253 Broadway, New York.

(From *Indianapolis Press*, Oct. 20.)

A Love Story in Politics.

Prohibition Organ Exposes the **AMERICAN FARMER**

Fairbanks, Heath, Hanna and Overstreet Said to Hold Stock in Solon L. Goode's Paper.

Any one who is acquainted with Solon L. Goode, of this city, never would accuse him of being the promoter of a smooth political game. Consequently, there was a genuine sensation in political circles here to-day when copies of the Prohibition national organ were received.

The article is entitled "Hornswogglng American Farmers." Mr. Goode is the publisher of the **American Farmer** of this city, and the most amusing charge launched against him in the long article is that he is publishing a serial love story, in which the hero abandons his burning passion at frequent intervals to ladle out large doses of straight Republican doctrine to the readers.

The **American Farmer**, it charges, has been merged privately into a stock subscription concern, and it prints an alleged fac-simile of the first page of the subscription list, with the following subscribers in order given : M. A. Hanna, C. W. Fairbanks, C. N. Bliss, John Hay, Jesse Overstreet, Charles Dick, Perry S. Heath, William Scott, following which are the names of nearly all the members of the Cabinet and their assistants and many Senators and Representatives.

A letter from Mark Hanna to Mr. Goode, indorsing the scheme, is repro-

duced in fac-simile, as is also a letter to Mr. Goode from Perry S. Heath.

It is charged that, armed with these letters of indorsement, Mr. Goode has visited Republican committeemen all over the country and EXTENDED THE CIRCULATION OF THE **AMERICAN FARMER** INTO EVERY SECTION.

THE POLITICAL LOVE STORY.

It is claimed that the **American Farmer's** manner of preaching Republican doctrine, like the way of the heathen Chinee, is peculiar. It reproduces a letter in which Perry Heath seems to give Mr. Goode some first-class literary advice by advising him to publish a serial story, and the story is now running in the **American Farmer**, entitled, "On the Firing Line at Luzon; or, The Farmer Boy of Stubborn Hill."

In the first character the fallacy of free silver is set forth between the hero of the story and his father in the following argument :

"Why, father, can't you see that by establishing free silver, as you argue, would not give us bimetallism, but silver monometallism? Gold would be retired and be at a premium; there would be tremendous disturbances to our business interests; thousands of people would be ruined, and there would be no end to vicious speculation."

Then follow a few thrilling passages of the hero's love affairs.

It is charged that the paper's editorials are of the same insidious character. The * * * charges that Joseph H. Brigham, first assistant secretary of agriculture, is president of the company.

Few men in Indianapolis are better known than Mr. Goode. His office is on the eighth floor of the Majestic Building. It is claimed the **American Farmer** has a subscription list of 100,000.

Mr. Goode, when seen at his office, said he had no statement to make.

Most Notable "Beat" of a Generation

**It Was Scored by The Scripps-McRae
Press Association in Announcing
The Queen's Death an Hour
Ahead of Its Competitors.**

The passing of Queen Victoria was, from a newspaper standpoint, one of the most important if not the most important events of a generation.

Every press association and every newspaper worthy of the name, in the world, made the most elaborate and careful preparations to announce the queen's death the instant it should occur.

By reason of the superb organization of the Scripps-McRae Press Association, and the splendid abilities of the men in its foreign bureau, its clients, of which the Cleveland Press is one, were the first newspapers to announce the queen's death in America.

It was, approximately, 20 minutes from the time of the queen's death until the Press was on the street with the news.

The queen, as nearly as can be ascertained, died at about 5.50 p. m., Tuesday. The Prince of Wales' announcement was dated 6.45, but, London dispatches stated, it was not sent until an hour after the end had come.

The bulletin reading "The queen is dead" arrived in the Cleveland Press office at exactly 12.08 p. m., central standard time. Allowing for the difference between time at Cowes and central standard time, 5 hours and 59 minutes, the message had been 17 minutes on the way. Con-

sidering that the news had to be conveyed from the death chamber to the gates of Osborne House, where it was given out, flashed by relay signals a mile and a half to the little telegraph station in Cowes, cabled across to the mainland, wired up to London, cabled to New York and telegraphed to Cleveland, this was record-breaking time.

Less than five minutes after the news was in the Press office, the first extras were on the streets, an hour ahead of the Cleveland Associated Press papers.

A remarkable fact in connection with this notable "beat" is that the news of the queen's death was given to the American public by the Scripps-McRae Press Association before the English public heard of it.

The following cablegram and telegrams are self-explanatory:

London, Jan. 23.—The Morning Leader says, to-day, that the Scripps-McRae Press Association was the first to announce the news of the queen's death to the American republic.

New York, Jan. 23.—Dow, Jones & Co.'s financial news bureau sends out the following: "The New York stock exchange received the official announcement of the queen's death before the London stock exchange.

"The first announcement of the queen's death was made to Wall Street in a Scripps-McRae dispatch from Cowes. An arbitrage house immediately cabled to its correspondent in London for confirmation and received word that the queen's condition was unchanged. A couple of minutes later the London house confirmed the Scripps-McRae report of death."

Pittsburg, Pa., Jan. 22.—The Press this afternoon prints the following: "The news of the death of Queen Victoria was first announced in Pittsburg by the Press, which received a bulletin over the wire of the Scripps-McRae Press Association more than an hour in advance of the Associated Press and other news agencies. Ever since the first announcement of the Queen's illness the special correspondents of this association at Osborne Castle have been the first to bulletin each change in the aged ruler's condition."—*From the Cleveland Press, Jan. 23.*

The Only One and That's
THE
Kansas City Times

You cannot do without a good medium in the great Southwest.

When placing your advertising for the coming year consider this territory, then consider

The Best Medium

THE KANSAS CITY TIMES covers an exclusive field but not a limited one. THE KANSAS CITY TIMES offers no inducement further than the best medium in a large and exclusive territory.

Rates on Application.

THE KANSAS CITY TIMES

A. A. LESUEUR, Editor. RAYMOND P. MAY, Business Manager.

S. C. BECKWITH SPECIAL AGENCY,

Sole Agents Foreign Advertising,

47, 48, 49 & 59 TRIBUNE BLDG., N. Y. 469 THE ROOKERY, CHICAGO.

The Metropolis

JACKSONVILLE, FLA.

is the only Evening paper published in Jacksonville and by far the leading newspaper (either Morning or Evening) in the State of Florida.

THE METROPOLIS CIRCULATION.

Jacksonville—Subscription	3,159
Newsboys	1,061
Hotels and News-Stands..	215 4,435
Carrier circulation Florida towns—	
Leesburg	40
Orlando	75
Lakeland.....	20
St. Augustine..	115
Sanford	90
Lake City.....	60
Starke	50
Carabelle	12
Palatka	150
Pablo.....	30
DeLand	60
Kissimmee.....	40
Green Cove	48
Jasper.....	11
Fernandina....	185
Live Oak.....	20
Tallahassee....	75
Madison.....	40
Ocala.....	60
Mayport	49
	— 1,240
Mail circulation outside of Jacksonville.....	554
" " " Florida.....	218
	6,447

SWORN CIRCULATION

6,447

which is greater by several thousand than any other paper published in the State. Advertising rates per thousand of circulation the lowest.

CARTER & RUSSELL PUBLISHING CO.

(INCORPORATED)

W. R. CARTER, Editor. R. A. RUSSELL, Business Mgr.

For advertising rates address

R. A. RUSSELL, Bus. Mgr., or E. KATZ, Representative.

NEW YORK OFFICE,
230—234 Temple Court.

CHICAGO OFFICE,
317 and 319 U. S. Express Bldg.

Which Kind ? Do You Want ?

If you are an advertiser, who pays his publisher's bills, you are likely to be interested in newspaper directories. There are different kinds of directories. Some are published to please the newspapers and editors—they are the easy kind and they are a good thing for the publishers only. The other kind—and *only one* of its kind—is the

American Newspaper Directory

whose publishers, Geo. P. Rowell & Co., of 10 Spruce St., New York, have for the last 32 years battled for the principle that every advertiser has a right to know all about the circulations of the mediums he intends to use. The American Newspaper Directory is primarily published to aid the advertiser—in doing this, it also helps the publisher, provided he's honest and intelligent.

No other directory in the world does contain—or pretends to give—such an amount of unbiased, reliable information about the press of the United States and Canada. The American Newspaper Directory may err, but if it does it's always on the safety-side for the advertiser. With a copy of the American Newspaper Directory to guide him the judicious advertiser may decide with accuracy what papers to use to his best advantage, as the Directory also conveys a topographical and commercial survey of the remotest county of the United States where a newspaper is published.

Revised and Issued Quarterly—a Hand-somely, Solidly Bound Volume, \$5.00 per quarter, or \$20 per year, delivered free within the United States.

SEND YOUR ORDER TO

**GEO. P. ROWELL & CO.,
10 Spruce Street, • New York.**